

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXI.

NEW YORK, MAY 9, 1900.

No. 6.

AWARDS TO BE PROUD OF...



The Medal of the National Export Exposition
and "Printers' Ink" Third Sugar Bowl.

THE...

Philadelphia Record

CIRCULATION 195,000

The Quantity proves the-QUALITY.

April, 1900, was the largest advertising month in the history of this paper.



DON'T THINK OF MAKING UP A
PHILADELPHIA LIST WITHOUT
PLACING "THE RECORD" **FIRST.**

Superstition!

MY first year in No. 13 Spruce Street ended on April 30th, and although 13 is considered a hoodoo, I can truthfully say that my business, for the past year, has exceeded all previous records. My total number of orders reached 11,883, and I had the pleasure of shipping goods to Dawson City and Cape Nome, Alaska, which is quite an honor to a comparatively new man in the ink business. My city trade has grown wonderfully since I moved into a store floor, and when I look back to where I started in a room 20 feet square up four flights of stairs, with no elevator, I wonder how my customers ever stood the inconvenience. 8,163 orders in one year from my own city is rather positive proof that I am *Best Liked where Best Known*. I have seen many changes in the trade which were never dreamt of before I started, and if some of the old ink men who have passed away were to learn of them they would actually turn in their graves. My success was achieved by doing just as I promised, and if I was not able to meet all requirements I readily admitted it. Send for a copy of my price list or if you use special grades mail me a small sample of the ink and I will analyze same and quote prices which may interest you.

ADDRESS

PRINTERS INK JONSON,
13 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXI.

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WINE OF CARDUI FACTS.

By Edith R. Gerry.

The remedy which starts its career with a story of an impressive origin stands a better chance of success than the one which does not. A good illustration of this is Wine of Cardui, the medicine for women, prepared by the Chattanooga Medicine Company of Chattanooga, Tenn. Its history is bound up with romance and this perhaps has helped it climb to the seat of prominence it occupies. It seems a real Indian woman concocted the herbs of which this remedy was originally compounded and presented them to a girl who was badly in need of something of the sort, in a party of immigrants traveling from North Carolina to Tennessee in 1825. The medical value of the concoction soon made itself known, and seeds of the herbs were begged from the squaw. These seeds were planted and raised by this family and their descendants for several generations, in this way gaining a famous local reputation. They at last came to the attention of the Rev. R. L. McElree, a prominent Presbyterian minister, who used the medicine in his own family with such wonderful results that he commenced to put in on the market. In the year 1880 the Chattanooga Medicine Company obtained control of the herbs and, applying modern scientific principles, commenced to manufacture from them what is now known as McElree's Wine of Cardui.

The advertising of the firm has been liberal and varied. It has been illustrated and unillustrated. It has laid itself open to the grave charge of being sensational, and it has also been "refined" enough to please even the taste of a connoisseur. Feeling that an expression

of opinion from such a concern would be interesting, I sought Mr. J. A. Patten, the member of the firm intrusted with the management of the ad department.

I looked him coldly in the eye and said: "I am told you are the man who has occasionally been guilty of using such expressions as 'Saved from the Knife and the Grave,' 'Unwritten Tragedies,' etc., in your advertisements. Many have arisen proclaiming this unwise. Did you notice an alarming falling off of trade while these headlines were in use?"

Mr. Patten smiled. Then he said: "No. They seemed to work quite as well as 'Needed in Every Home,' 'True Womanly Beauty,' etc., which we have also used, and I account for it by the fact that there are all kinds of people in the world.

"And we try to remember, too, that when a woman is not well it's a very serious thing to her. In our advertising we recognize this principle, point out the dangerous symptoms and solicitously recommend a remedy. The mere cold announcement that if they have a pain, you have a remedy, does not please them. They like sympathy, and they are very much interested in their physical machinery. Sympathetic, earnest and honest statements are seldom without effect, whether they be accompanied by pictures of angels or skeletons. There are women who can only be reached by the 'Saved from the Knife' business, and there are those that do not, of course, approve of it. But as our medicine is good for all of them, we try to use all kinds of legitimate means to reach all kinds of people.

"You will notice that the 'Knife and Grave' expression to which you have referred is taken from an earnest woman's letter which was

printed as part of the advertisement. It is the same with others we have used. We do not know a better way to reach other women than by the use of ads built on the experiences of those who have used Wine of Cardui, as told by themselves. Our 'Ladies' Advisory Department' has letters from over 100,000 women each year and that provides an accurate guide for shaping advertising plans. We try to use the 'alarming,' the 'persuasive' and the 'beautiful' ideas in about the proportion those elements appear in our correspondence. Even the most alarming announcement is not produced primarily to frighten the reader, but because it takes a bomb-shell to get attention from many people. Such an advertisement usually springs from a knowledge of the carelessness which is really responsible for half of the disease of the world. It is no exaggeration to say that there are many graves which should not be. They were caused by delay and neglect. Any physician will tell you that the majority of humanity, unless suffering greatly, is apt to slip along paying very little attention to dangerous symptoms until a serious disease develops. And it is this class which can only be influenced by bold, striking advertising. Who can say you do not do such women a favor to wake them up to their condition whether they buy your product or not?

"We believe in Wine of Cardui absolutely. We know, from twenty-one years' experience with it, that it is a valuable remedy, and, of course, this belief creeps into our advertising and, no doubt, helps to make it profitable."

"Do you, as an advertiser of a woman's medicine, have difficulty in securing insertions in high-class papers?" was the last question.

"Very little. We are using every medium of prominence we desire to use. A half dozen papers, perhaps, have asked for the privilege of censoring the copy. This comes from confusing our preparation with the various fake mail-cure propositions. We treat only of natural phenomena that effect women's health and the teaching of

our literature is in line with the highest morality. Our copy is used by many of the best religious and literary publications."

FOR THE SERVICE.

Choose your advertisement as you would choose a horse or an ax—for the service it can render you. And do not expect that you can get a first-class advertising space at the same price an inferior medium will be glad to make you, any more than you expect to get all wool clothing for the price of cotton. It can't be done. Good advertising is worth money. Poor advertising space is not worth the time it takes to write out the copy to fill it with.—Clarksville (Tenn.) Chronicle.

PURE WATER.

One of the Most Important Requisites in Successful Laundries.

The beautiful water from the Artesian Well of The Cambridge Laundry has been analyzed for its medical properties. The result shows that this well is one of the best mineral springs in this vicinity. I was much interested to learn that such deliciously soft, clear water was used for washing clothes, when, if carbonated and put upon the market, it would outclass many of the mineral waters now sold. It would seem a simple business proposition for the laundry to use Cambridge water for its washing and sell the well water. The manager says, however, "The laundry business occupies our energies, first, last and all the time. The fact that a revenue could be obtained from the sale of our well water is tempting, but, on the other hand, a great part of our success as laundress is due to this well."

"We have made some very interesting experiments, showing the labor and time saved by the use of this water, and the fabrics entrusted to us by our customers have benefited in consequence."

In this connection it is worthy of remark that The Cambridge Laundry management are willing to back up their statements in regard to the minimum of wear and tear in their process of laundering.

All shirts laundered by them, exclusively, for one year, are guaranteed to be in a wearable condition at the expiration of that period. Otherwise, new shirts will be positively given away to replace those, which may be worn out. This is certainly worth trying, especially as the quality of work turned out is exceptionally good, and the prices are very reasonable.

The reading notice reproduced above is used by the Cambridge Laundry of Cambridgeport, Mass. Of this establishment and its advertising a Boston correspondent of PRINTERS' INK writes:

When Mr. F. P. Cox, the proprietor of this laundry, first started out on his campaign of advertising, he used the street cars and sign boards extensively. His trade-mark, "F. C.," became known throughout all the towns about and in Boston as well. Of late he has been using the newspaper columns in local and Boston daily papers. In a paid reading notice Mr. Cox lays great stress on the value of using good water, and states that the water used in his laundry is obtained from a specially bored artesian well.

A GOLD COLLAR BUTTON.

HOW A YEAR'S ADVERTISING HAS BROUGHT IT INTO FAVOR—THE MEDIUMS USED—THOSE YET IN ABEYANCE—THE REASON WHY MORE ADVERTISING IS NOT DONE AT PRESENT.

"We will sell this year no less than one and a half million collar buttons, but in spite of the guarantee in all of our advertisements, that 'you get a new one free of cost, if damaged from any cause,' I doubt whether fifteen hundred, less than one-tenth of one per cent of them—will be returned. We would be glad to see more of them come back, for it gives us an opportunity to display our fairness to the public, and means a strong convert to the Krementz buttons. And I have often been surprised to find how much good a friend of this kind can do to a manufacturer, for he never seems to tire of singing your praise. We make it easy for our friends to go to little trouble in the matter. We plainly state that 'all jewelers sell Krementz buttons,' and in our booklet, which has had an immense vogue, we state that any man can take one of these buttons which has been broken or damaged, *from any cause whatsoever*, to any dealer, no matter whether it has been bought from him or not, and have it exchanged without a word of question, for a new one of the same style and quality. In our booklet we refer to this as 'a perpetual guarantee,' and have called it by the happy title of 'Collar Button Insurance.' This has been commended as particularly good advertising."

The speaker was Mr. J. N. Taylor, a member and advertising manager of Krementz & Co., advertising jewelers, 47 Chestnut street, Newark, N. J.

"The booklet you refer to is 'The Story of a Collar Button,' I presume?" asked the PRINTERS' INK representative, to whom he was talking.

"Yes, PRINTERS' INK referred to the booklet editorially last November, calling it the best advertisement it had seen through-

out the year, and offering souvenir spoons to such readers as could send along anything superior."

"Would you mind telling me in brief the story of your advertising?" continued the Little Schoolmaster's scribe.

"Our advertising is comparatively a new story. Prior to about a year ago, we did none, with the exception of inserting our card in trade journals, unless we count one little episode about twelve years ago. We had a salesman for the Middle West at that time, and he induced us to aid him by advertising in the dailies of Pittsburg, Cincinnati,

Quality made our reputation

More than 1,000,000

Krementz

One-Piece Collar Buttons

One Year

CANNOT BREAK

EVERY ONE INSURED:

YOU GET A NEW ONE FREE OF COST IF DAMAGED FROM ANY CAUSE

SPECIAL STYLES FOR LADIES' SHIRT WAISTS

THE STORY OF A COLLAR BUTTON SENT FREE ON REQUEST

KREMENTZ & CO.

47 CHESTNUT ST.

NEWARK, N. J.

Louisville and a few other cities. We discontinued after one season, and I really cannot tell whether we received any benefit from it or not.

"At any rate, about a year and a half ago, I began to seriously think of the subject again, and talking it over with my partners, found they were not averse. I had long had in view the publication of such a booklet as the one referred to, and its dissemination could only be made possible through advertising. Just at this time our present agent, Mr. E. H. Haven, began to add his arguments, and so we were launched.

"Our position was perhaps an unusual one. We had been for-

tunate in having a steady growth, had built up a business in which we were making sales of \$1,000,000 a year, but as our factory capacity would permit of more, and as we desired to inform the public as to the character and construction of our buttons, we felt that we should advertise. We had been restrained before by a consideration of the narrow margin on our goods, but were impelled by the desire to make sales of them easier for our agents and traveling men.

"We immediately took space in the following publications—one-eighth of a page of display in each: *Munsey, Quaker, Literary Digest, Review of Reviews, McClure's, Frank Leslie's, L. A. W. Bulletin, Scribner's, Puck, Jeweler's Circular, Collier's, St. Andrew's Cross* and *Harper's Weekly*. We have continued all of them up to the present, and adopted a number more, as well as to increase our space to a quarter of a page in one or two."

"And your returns?"

"We do not expect cash returns. All we look for are inquiries. We want to induce people to call on the local jewelers and ask for the Krementz button. We believe that when we get them to write to us for a booklet we are pretty sure to accomplish that. As soon as the booklet had been published we sent out a copy to each of 20,000, practically the entire trade of jewelers, together with a circular letter. The advertisements bring requests from private people, to whom we send a copy, with a different circular."

"What has been your advertising outlay the first year?"

"It will have footed up to \$10,000, a little more than we had anticipated."

"Have the results been satisfactory?"

"It is pretty hard to determine what the results have been. We have grown decidedly, but how much of that has been natural development, is difficult to say. Besides, the times have greatly improved also. One thing we have learned during the past year, and that is that we can dispose of any quantity of goods more than we

could produce. This has forced us to a short halt. We now make 6,000 buttons a day. We own this large factory, but it is partly occupied by tenants, and it is hard to oust them. But we also own ground around it, and so have almost decided to build."

"And when you have increased your capacity?"

"I think we shall spend a great deal more money in advertising. I am eager to try two mediums—the *Ladies' Home Journal* and *Youth's Companion*, but of course it would be folly to do so now."

"Have you seasons in your goods, Mr. Taylor?"

"Decidedly. The holiday season is our main one; we begin to prepare for it in spring and it only ends on Christmas eve. It is an interesting fact, proven every year, that we do one-third of our entire business the first six months of each year one-third during the next five months, and the remaining one-third between the first day of December and the twenty-fourth of December. The figures never seem to vary even the slightest fraction."

J. W. SCHWARTZ.

PLAIN ABOUT THE PLANE.

A man who will lie in regard to circulation, reduced to his commonest terms, is a scoundrel. It is entirely fair to conjecture that he would lie in any other matter under oath with equal facility.—S. F. Whipple, in *Profitable Advertising*.

Leonard's CLEANABLE Refrigerators

PURE
COLD
DRY

This
Style

\$21.87

Others

at

\$8.25

or
more



They are
Scientific.

Can be kept cleaner, colder, dryer than any other kind. You can take them all apart and get at every corner and crevice. Lined with zinc, nickel or white enamel. Food kept in them is pure. They are the best without a bit of question.

Write for a free book, "L," that tells about our Refrigerators. We pay the freight east of the Rockies.

GRAND RAPIDS REFRIGERATOR CO.
2 to 30 Ottawa Street, Grand Rapids, Mich.

WELL ARRANGED.

A Highly Concentrated Circulation

If you will take a map of the State of Iowa and draw a circle with a radius of 100 miles and with the city of Des Moines as its center, 90 per cent of the circulation of the Des Moines DAILY NEWS will be within the circle. Practically all of the people of the rich and populous district described are regular readers of the NEWS, which affords to advertisers an *intensely localized medium*.

Guaranteed Circulation of the
DAILY NEWS, over - - - -

27,000

Flat rate to all advertisers for display space, } **4 cents per agate line.**
ers for display space, } **56 cents per inch.**

Classified advertisements, one cent
a word for each insertion. No inser-
tion for less than 10 cents.

N. B.—The Saturday edition of the Des Moines NEWS publishes more "wants" than any Sunday paper in Iowa.

VON MOHL ADVERTISING.

Readers of advertisements have probably often noticed in newspapers which do not object to the insertion of such announcements, advertisements of a preparation named Calthos, advertised to cure seminal diseases of men and offering five days' treatment free to any one asking for it. One of PRINTERS' INK's friends sends the following details of a talk he had with Mr. Brewster, who advertises this preparation under the name of the Von Mohl Company of Cincinnati:

"If a publisher lies about his circulation, we find it out before the third insertion. If his claimed circulation is thirty thousand the number of replies we receive will be proof to us that he has it. We try all papers on a ten thousand line contract and get a low rate. We run ads of 178 to 420 lines and if they do not pay we cancel the contract and pay for the space used at the ten thousand line rate." "But," I said, "your business is peculiar; some classes of papers may not be as profitable to you as others but yet would have the circulation claimed."

"Do you not get into controversy with publishers when canceling a contract and paying on the large space rate?" "Ah, we avoid all such controversy by having an advertising agent. We started E. H. Clarke in Chicago, who was formerly with Nelson Chesman Co., for this purpose. When we get letters of complaint in this respect I send them on to Clarke with the notation, 'I have nothing to do with this.'"

He said every ad is keyed and checked up nightly; that he used papers from Maine to California. He also uses space in the cheap literary monthlies. He told me that last year he spent \$125,000 in advertising; that he receives one thousand two hundred to one thousand eight hundred letters per day and in the letters are several thousand dollars.

Mr. Brewster is as shrewd a man as I have ever met. Ask him a question and he will not insult you with a direct negative. I said, "What system have you for following up inquiries for a five days' free trial of the medicine?" He parried the question: he told an amusing story. I said, "But what system have you in answering inquiries?" Another story of five minutes' length. "Yes, sir," I said, "But how do you reply to inquiries; do you send medicine out by express C. O. D.?"

"No, sir," he emphatically said. "We have no such scheme as that. Neither have we a deposit scheme. We send to all inquiries a five days' treatment free and circulars. To each we send a letter of a regular form in imitation type which is personally received as one personally written and adapted to the patient's case. We do not send any medicine before we get the money."

The literature of the Von Mohle Co.

is of usual order of such diseases treated. It reads much like the ads only there is more of it. Much stress is laid on the results of the weakness, which, read by a strong man, would be unnerving. The medicine is gotten up in three formulas, \$2.50 each or \$7 for the three. When the three are ordered a written guarantee and agreement to cure is sent. The red seal of the notary public on the guarantee costs but 25 cents, but must certainly carry weight with the applicants.

"SHE TAKES A LETTER TO GARCIA."

A bright lady stenographer, located in the Marquette Building, Chicago, used the following clever matter printed in a neat folder as a means for getting typewriting from tenants of that building:

A man once entered a stenographer's office and said:

"Take a letter to Garcia!"

"What Garcia?" asked the stenographer, and when this question was answered to her satisfaction she followed it up with:

"Does he spell his name with one or two 'c's'?"

"Shall I take it in shorthand or on the machine?"

"Would you mind waiting until I put in a new ribbon?"

"Can't I transcribe it after I return from lunch?"

"Wouldn't you just as lief write it out and let me copy it?"

"Will it do if I have it ready some time to-morrow?"

"Do you spell traveling with one or two 'l's'?"

A little later an ambulance carried the man to the detention hospital for the insane. His letter to Garcia was never written.

Moral: There are others just the same but different.

Miss Ellingson takes letters to Garcia almost every minute of every hour of every business day, without asking foolish questions, and so faultlessly and speedily as to make dictation a real convenience.

STEREOTYPED ADVERTISING EXPRESSIONS.



"WITHOUT A PEER."

From Printers' Ink, Feb. 21, 1900.

WISCONSIN DAILIES.

In the December issue of the American Newspaper Directory for 1899 seven English dailies in Wisconsin get credit for actual average issues of more than four thousand copies. They are: Milwaukee *Evening Wisconsin, Journal, News, Sentinel*; Oshkosh *Northwestern* and *Times*; West Superior *Evening Telegram*. The *Evening Wisconsin* is one of the best known among the best Western dailies. The character of its circulation is high—according to a position in the choice bulls eye (⊙)* list. To its further credit are the annual statements of actual issues from year to year, which come to the Directory office with regularity.

HOUSEHOLD PERIODICALS FROM A WOMAN'S STANDPOINT.

With few exceptions, men have the handling and placing of advertising contracts, and they are apt to determine the merits of publications from a personal point of view. They read the magazines and find them intellectual and generally interesting; it follows that they reach the right class of people. They look over the women's publications and find the greater part devoted to various household departments and home topics. These are not intellectual. Can these simple matters interest well-to-do women? Bah! And the man is very much like the small boy who said that pie made the best breakfast. Good pie is all right, in its place, so is the good magazine; but to avoid bad effects, use caution.

It is quite true that a large percentage of the magazines reach women, but the entire percentage of the household publications go to women, and I think that, with an exceedingly small exception, every woman reads at least one domestic paper. You might call the woman's publication an individual publication. It is her trade paper, and she relies upon it for her fashions and recipes, and new ideas upon home management. She may read the magazine, but she studies her household paper, just as the merchant studies his trade journal.

Another point. When you have read the magazine, what further use have you for it? Did you ever see a woman read a magazine

article over three or four times? But there is often a recipe or a fashion article in her home paper which she refers to time and again, and it is these very small matters that make her preserve that paper, when the magazine is knocking about the house somewhere, forgotten.

Now a word on the practical side. For advertising that interests women, either directly or generally, a strong point in favor of the high-grade household publications is that the ads are scattered among the reading pages, and must receive more attention than when bunched together, as in the magazines. Individuality is lost in a crowd, unless very much above or below the standard. You must be either a giant or a clown. In the household publications there are not so many advertisements upon a page that one overshadows another, and the majority are alongside of reading matter; every ad is sure to be seen. Another advantage which the magazines cannot meet is that to a large extent announcements are placed upon appropriate department pages. A healthy appetite makes a relish, and a dainty food advertisement is sure to receive more careful attention if run across when the reader is looking for some new recipes.—*Marion J. McKenzie, in Profitable Advertising.*

STUCK ALL AROUND.

The reason why mail-order men are not stuck on stamps is because the stamps are, as a rule, stuck on each other.—*Mail Order Journal.*

"ANOTHER fake ad" is the comment that the business announcements of certain merchants secure.

AT THIS OFFICE, 10 SPRUCE ST., NEW YORK, **THE GEO. P. ROWELL ADVERTISING AGENCY**

keeps on file the leading daily and weekly papers and monthly magazines; is authorized to receive and forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices. ♣ ♣ ♣ ♣ ♣ ♣ ♣

IN JAPAN.

There are many opportunities for money-making in Japan. There are many knickknacks made which can be sold in the United States at a good profit, and every now and then some sharp Yankee picks one up and makes a good thing out of it. Last year, for instance, an American buyer for one of the largest department stores of Chicago saw a little lacquer box which he thought American girls would buy as a powder-box. It was selling here for about four sen, or two American cents. The Chicago buyer arranged for the manufacture of two millions of them at a cent and a half apiece, with the result that they retailed in our markets readily at ten cents apiece. Another man who visited Japan some years ago bought several millions of little boxes which cost less than a cent each and used them at home for selling tacks. The boxes were very pretty and women bought the tacks in many cases to get the boxes. The dealer made a little fortune from the investment. I see beautiful tea canisters of all sizes, from that of a wine glass up to some which would hold one and two quarts. They are beautifully decorated and would command a ready sale in the United States. They are very cheap. There are several different kinds of Japanese candies and sweets that might be profitably sold in the United States, either by importation from Japan or by manufacturing at home. One is a sweet known as Midzu-Amme. It is sold in Japan as a syrup and in

the form of a paste somewhat like gum drops or fig paste. It is made from millet, but I am told it can also be manufactured from wheat or Indian corn. In the paste form it is a delicious candy, of a transparent light amber color, and in a syrup it looks like a rich golden molasses. This stuff is not only good to taste, but it has for years been used in Japan as a digestant and as a cure for dyspepsia and other stomach troubles. Children can eat all they please of it and not need castor oil as an after-dose. The most dyspeptic American could swallow his buckwheat cakes without danger if he had Midzu-Amme instead of maple molasses to sweeten them. I mention these things only as samples of a number which the live Yankee may find here if he keeps his eyes open. There are different kinds of wall papers, fancy papers, curios of all kinds and other knickknacks which are awaiting the young man who has the brains to see what they are worth and how they can be sold at home.—*Saturday Evening Post*.

ADMINISTRATION.

The desk of the successful administrator of a business has rarely anything upon it beyond blotting-pad, pen and ink and telephone. He sits there for a few hours each day, concentrating his attention upon the vital essentials of the business, and leaving the details to others. This does not imply that he is indifferent about those details. They come before him at the proper times and in the proper way, and he has a firm hand upon the business reins, although his grasp may appear to the onlooker to be of the lightest. He has climbed into his comfortable administrative chair by the successive steps of business concentration, continuity and organization.—*Newspaper Owner and Modern Printer*.

The circulation of

The Indianapolis Press

is gilt-edge, which means that it is read and paid for by over 30,000 bona fide subscribers every day.

PERRY LUKENS, JR.,
New York Representative,
Tribune Building, N. Y.

✓ CLIPPER ADVERTISING.

One of the unique publications of the country, so far as its advertising is concerned, is the New York *Clipper*. Interesting facts in regard to this advertising are given in the paragraphs herewith, supplied by Mr. Walter K. Hill of the *Clipper* editorial staff. To publish this matter in the Little Schoolmaster's reading columns is a fine advertisement for the *Clipper*, but its interest makes such action desirable. The only thing that advertisers would feel more interested in is to secure an inkling of the *Clipper's* circulation, which remains a mystery:

The New York *Clipper* will on May 1 remove its office of publication to No. 47 West Twenty-eighth street, after having for more than thirty years been located in its own building at the corner of Center and Leonard streets, this city. While the old building, which is on the border of "Newspaper Row," had for many years been of easy access to members of the theatrical profession, from which the paper gains its chief patronage, the gradual movement uptown of theaters and attendant interests has made advisable the move to the very heart of the theatrical district.

Founded in 1853, the *Clipper* on March 3 entered upon its forty-eighth volume, and a search of its files reflects the gradual changes in the theatrical field, while its advertising pages give abundant evidences of the changed conditions. In former years only a few columns of advertising, divided between sporting and theatrical subjects, were carried; it now requires several pages of space to accommodate matter devoted almost exclusively to theatricals subjects. The sporting features, which were the early mainstay of the paper, have been gradually condensed with the increased amount of space devoted to all branches of sport by the daily press.

The *Clipper* was recently enlarged from eighteen to twenty-four pages of five columns each in order to accommodate the gradual increase in advertising patronage, and it now carries an average of nearly ten pages weekly of business announcements, which are regarded with as much interest and are as carefully read as the reading matter of the paper. This is due to the fact that the *Clipper's* advertising columns are the means of business communication between actors in search of employment and managers in search of actors. While, however, the employment factor is largely to be considered, there are other topics for advertising which find exclusive expression in the *Clipper*. A few are given attention in the paragraphs that follow.

Song publishers long ago discovered that to make their publications popular and profitable, it was necessary to

bring new editions to the attention of professional singers, and as the *Clipper* is the organ of the vaudeville branch of the profession, whole pages, half pages and many column advertisements are constantly displayed for the purpose of directing the attention of singers to the catalogue or some particular new song of the several publishers. For the convenience of public singers and with a view to making new publications easily available to them, professional copies are printed in advance of the regular music store editions, and these are sent in return for a nominal sum. As indicating the advantage of *Clipper* advertising to this particular branch of patrons leading music publishers have told the writer that their returns in postage stamps almost invariably cover the amount expended for the advertisement, the assertion being added that the larger the space occupied the greater the returns.

About five years ago moving picture machines were introduced in America and their popularity at once created a demand for films, cheaper machines and new subjects until now the industry has become an important factor in amusements. This line of advertising has been and is still almost exclusively confined to the *Clipper's* pages, and with important events constantly transpiring, the market is always active. Important prize fights are photographed in animation, and the films come into possession of one firm which advertises the originals, while others advertise "reproductions" of the same scenes, and the thousand and one showmen, large and small, who migrate from town to town, are ready purchasers of advantageous and timely offerings. Public functions, notable parades and other interesting happenings are being continually photographed and the results advertised, thus keeping that line of business constantly active.

The performer in search of employment, the manager in search of companies or "open time" in theaters for the accommodation of his attraction; summer parks which seek novel and interesting exhibits; street carnival promoters who seek locations or desire to sell concessions; circus managers issuing "calls" to bring their performers together from all parts of the world for rehearsals and to begin the season; playwrights and "sketch" writers with products to dispose of and many other classes of theatrical advertising fill up the remaining portion of the space devoted to business communications.

Of the great amount of advertising carried less than two columns stand over from week to week, which gives added merit to the assertion that the advertising is as fresh and interesting, line for line, as is the strictly reading matter. Particularly noteworthy is the fact that not one line of advertising for the *Clipper* is or ever has been solicited, all advertising coming in either by mail or over the counter, an unsolicited offering of the advertiser. The *Clipper's* field is peculiar, not alone in regard to the class and character of its circulation, but particularly because there are no dull seasons as is the case with other class journals, spring, sum-

mer, autumn and winter all bringing new advertising into prominence. The advertising copy submitted is strictly censored, and its character and wording must meet the approval of the management before it is accepted. When it is said that a Western brewer once offered a page ad on a long contract and met a firm refusal, the strictness of the censorship may be approximated. Nevertheless there is considerable general advertising inserted aside from the classes previously specified, articles of value to members of the profession, aside from the actual needs of their calling, being frequently carried.

SUNDAY CITATIONS.

According to a Louisiana court, the publication of a judicial notice on Sunday has no legal effect. Most of these notices have to do with sales of property. A judicial advertisement of this character is declared to be not only an invitation to purchasers and an inducement to competition for the goods or land to be sold, but also a notification to all parties to the litigation to attend the sale and protect their interests. Such a citation, the court holds, can be served only on a business day, and may not be effectively published on Sunday. The New Orleans *Picayune* fears that this decision may disturb titles to real estate in Louisiana.—*National Advertiser*.

THE most delicate thing in the world is the fair name of the people's remedies. Let there come but one little rift of suspicion within the lute of public esteem, and "not all the king's horses and all the king's men can put Humpty-Dumpty together again."—*Alfred E. Rose*.

BILLBOARD ENTHUSIASM.

There are many ways of advertising, but no doubt of it—billposting influences business. Every bill is a stereopticon, blazing a perpetual picture in bright colors and great letters on the eye and brain of every passerby, old or young, grave or gay, willing or unwilling, by night or by day, ceaselessly, everywhere. The whole population is its audience, its circulation is always on the move, the active, busy throbbing community sees it. It costs them nothing. The human tide on the streets is the circulation, and it ebbs and flows and never sleeps, for posted bills are never folded and never pocketed. They are always talking, and talking loud, for twenty-four hours a day, and never talking to empty benches. They are up before us in the morning, for they have been out all night, but they are, nevertheless, always ready for a hard day's work, bright-faced and smiling. And even in their ragged, tattered fragments, fluttering in every vagrant breeze, like the grimy garments of the diamond digger, they are eloquent of much activity and many golden dollars earned.—*Advertising World*.

ADVICE FROM CHICAGO.

To the small store proprietor who is complaining of the all-devouring greed of the big department store:

Don't spend all your time with your grief. Do something original to attract attention to your place. If you have or if somebody interested in you has an individual artistic impulse, give it full sway in your window display. Don't have your store look like every other store of its kind. This advice is not original. It is founded on a lecture by John Graham Brooks at the University of Chicago.—*Music Trade Review*.



IN ITS ISSUE OF MARCH 21ST "PRINTERS' INK" PUBLISHED INFORMATION CONCERNING A "DOG BANNER PACKER" TO BE SEEN IN THE CITY OF BALTIMORE. ABOVE IS GIVEN A PICTURE OF HIM,

ODD SIGNS ON OLD INNS.

The signs displayed by innkeepers of this country, even in the earliest days, were never so fantastic and varied as those in use in the mother country. The number of subjects chosen by American landlords to stand for their inns was small and many were geographical. As there was no manor lord whose arms were to be chosen as the insignia of the inn in the neighborhood of his supremacy, there was a monotony about the designs used here. In England, on the other hand, they were numerous and diverse. No more than a century ago the large signs that formerly stood in the street in front of the inns were removed by law, but enough remain to surprise an American who stumbles across these inexplicable names in London. To this day there stands in a London street "The Antigallian," a name which would convey little suggestion nowadays as to the character of a hostelry. The name dates from the beginning of the eighteenth century, when a society was formed with the idea of keeping always active the English dislike of the French. The association ceased to exist long ago, but the inn still keeps their memory alive. Many of the signs are representative of some episode. "The Bombay Grab" sounds neither enticing nor comprehensible and can be appreciated only with an understanding of the slang of the last century. A "grab" was a foot soldier. The original proprietor was a soldier who had served in Bombay and so perpetuated those days of his career in the name. Unique in character is the London inn with the name, "The Case is Altered." The inn has been known by its title since the reign of Elizabeth, when a lawyer had been trapped by his enemies into attending a bogus mass performed by a layman disguised as a priest. This came out at the trial and the prisoner, who was likely then to be convicted, got off by turning to the jury with these words: "Gentlemen, this case is altered; no priest, no mass." "The Bell and Mackerel," found in London, is in-

tended to perpetuate the story of the man who when he put a fish caught by him back into the water, tied a bell on its neck that he might be able to find it without difficulty.

The name "The Hole in the Wall" is applied to several London inns, and came from the hole in the wall of Debtors' Prison, through which food and refreshment were passed to them. This name has gained some vogue here and sometimes as a term of rather unfavorable description. "The Moonrakers," a name still found in London, recalls the legend of the Wiltshire farmer who tried to rake the reflection of the moon out of a pond. Only one hotel in London is known as "The Rent Day." "The Pinner of Wakefield" is named after a very famous pinner, or impounder of stray cattle. "The Running Footman" took its name when the footmen congregated in Berkeley square were in the habit of stopping there for their refreshments. "The Ship and Shovel," near the wharves and granaries, is also a tribute to the occupation of its clients.

Two of the most interesting London signs disappeared only a few years ago, when the inns which bore them finally went out of existence. They were "Old Pick My Toe" and "Who'd a Thought It." The name of the former is believed to have come from that of the Roman slave who performed his work before he even stopped to take a thorn out of his toe. The other got its title from the fact that its first proprietor made of it a fortune that ultimately enabled him to get into the peerage. His successor wanted a new name for the place, and "Who'd a Thought It" was suggested. This explanation is unsatisfactory only because there are three inns of this name.

Some of the former theories of the origin of these names have been shattered during recent years. The familiar cat and fiddle sign was said to have originated in honor of "Caton fidèle," a staunch Protestant. In reality it had been a popular sign for an inn in England long before there was any distinction between Protestants

and Catholics to cause the notice of a Protestant who was especially zealous. Efforts to find significance for the signs used on inns proved misleading. The original desire of the landlord was to make known in an age which could not read what his purpose was, and he, like the modern advertiser, adopted the symbols he thought likely to do that best. This led to the use of many signs without especial significance, although some modern students have tried to find significance in all of them. The arms of the lord of the manor under whose protection they lived, the signs of the guilds and modifications in coats of arms that had already been used were some of the ways of making the signs indicative of the character of the inn.—*New York Sun.*

A TESTIMONIAL.

"I've called," said the patent medicine man, who was after a testimonial, "because I understand our tonic did you good, and—"

"Yes," the victim interrupted, "it did me good and proper. Two more bottles would probably do me completely. What! going? Good day."—*Philadelphia Press.*

It is easy to start a paper, but, according to the old philosopher, it is hell to keep it a-going.—*Advisor.*

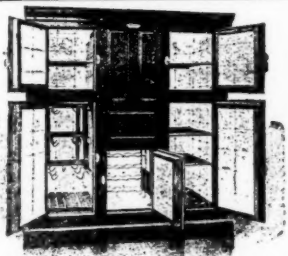
SKILL CONTESTS IN SHOPS.

An enterprising tailor gave away half a dozen serge suits last winter in the following interesting fashion. One side of the shop was transformed into a sort of massive dart-board, the various sections being of different colored cloths. Each section was numbered; the competitors were provided with darts, two shots per man being permitted; the suit falling to the lot of the one who pierced the number selected by the shopkeeper the day before and locked up in his desk till the hour of the contest—from two to three every Saturday afternoon—was over. Frequently the prize section was not marked by the throwers; but the lucky fellow who chanced on the number was measured for his suit before the envious eyes of his less successful marksmen. The display of generosity was a good advertisement.

For upwards of three months a tea dealer wrapped his two-and-eleven per pound leaf in packages on which a jumbled sentence was printed. From the chaos of letters a perfect sentence describing the perfection of his teas was to be framed. The sentence, written on one of the wrappers, was to be forwarded on a certain date, that which was considered most appropriate gaining for its author the reward of a year's groceries delivered free to his door. There was no collecting of wrappers, one alone being sufficient—it was purely a game of skill; and it is pleasant to record that the winner proved to be a very needy workman.—*Pearson's Weekly.*

WHITE SPACE.

White space always catches the eye.—*H. L. Goodwin.*



BUILT TO ORDER FOR GEORGE P. JONES, FINDLAY, OHIO

McCray Refrigerators

Built to Order

For Residences, Clubs,
Hotels, Public Institutions,
Markets, Grocers, etc.

The illustration shows a refrigerator built to order for GEORGE P. JONES, Findlay, Ohio. One department is arranged with meat racks, one with bottle racks, and the remaining three compartments with shelves for fruits, vegetables, butter and milk. It has an ice door in the rear to be iced from the lined outside of house.

McCRAY REFRIGERATORS ARE NEVER LINED WITH ZINC.

The corroding zinc and imperfect circulation of air generates poisons which are absorbed by the foods and cause disease. Milk and Butter are especially susceptible to odors and poisonous gases.

The McCray Tile Lined Perfect Ventilating Refrigerators are made to order in all sizes, from the smallest to the largest, and for any purpose required. A complete line of stock size Refrigerators also.

All Work Guaranteed Absolutely Satisfactory.

Send for Catalogues and Estimates.

CATALOGUES—No. 35 for Residences; No. 45 for Hotels, Clubs and Public Institutions; No. 50 for Grocers and Meat Markets.
McCRAY REFRIGERATOR & COLD STORAGE CO., 102 Mill Street, KENDALLVILLE, IND.

BRANCH OFFICES.
Chicago—192 W. Van Buren St. Boston—42 Commercial St. St. Louis—610 N. Fourth St. Baltimore—11 W. Fayette St. Detroit—70 Clifford St. New York—341 Broadway. Washington—712 13th St., N.W. Pittsburgh—235 Fifth Ave.

THE ADVERTISEMENT REPRODUCED ABOVE APTLY ILLUSTRATES HOW MUCH MATTER MAY BE PUT IN A SINGLE ADVERTISEMENT WITHOUT SPOILING IT IF ONE SEE THAT THE VARIOUS PARTS ARE SO ARRANGED AS TO BE IN HARMONY WITH ONE ANOTHER.

SHOPPING BY PROXY.

Twenty-five years ago a Philadelphia merchant of national name and a New York widow who had been left in straitened circumstances started the idea of shopping by mail. It was a hard task at first. Out-of-town folks looked askant at the new idea. Some were afraid that they would never get their money back, others that they would be cheated, some that they would not get what they wanted and still others that they would get what they did not want. But when it was found that the orders were filled promptly, carefully and with good taste and that the expense was no more, if as much, as if the goods had been bought in person, the business grew to such proportions that the express companies entered into the field. To-day it is a vast trade. I talked with the representative of one of the express companies yesterday.

"We do a fair business for out-of-town customers," he said. "I suppose the chief reason they patronize us is they believe we are financially responsible. They know that if we lose or injure anything, we will make it good. They do not always trust our skill in matching goods and colors. They get over this by sending a sample, which must be returned with the purchase. I had a letter this week from a lady in Orange County in which she inclosed a piece of rose pink silk with the following instructions: 'Don't match it yourself, because men have miserable judgment in colors and things. Leave it to the saleswoman in the store you go to, and if you differ with her have it settled by the head saleswoman, because I would sooner have the opinion of the two women than one man any time.'"

"What do your customers want chiefly?"

"You would be surprised at the variety of our orders. Silver plate and cutlery, china and glassware, meats and provisions, canned goods and luxuries, furniture and books, carpets and curtains, toys and school appliances, dolls and even musical instruments are

ordered. Up in St. Lawrence County is a Frenchman who regularly sends commissions for French goods. He must be prosperous, because many of these orders are for high-priced dainties. He wants stuffed olives, tunny fish in oil, gooseberry jelly, cooking saffron and other things with queer names that I can't remember."

"How does the cost of shopping by express compare with shopping direct?"

"There is very little difference for a customer who lives within twenty miles of the city. The commission we charge is just about the same as the railroad fare, but for people living a farther distance the saving is considerable. There is, first, the railway fare and the cost of seeing the city for a day, and then, second, such a customer cannot know the exact condition of the market as well as one who lives in town and makes a daily round of the counters. The professional shopper knows where and when to get bargains and thus is often able to save an out-of-town customer 25 and 30 per cent of the price she expected to pay."

"Does this new way of doing business interfere with country trade?"

"I think it does somewhat. Even if it does not cut into the business of the little country store, it certainly prevents the latter from growing. Besides that, the competition is so tremendous that few country stores can sell as cheaply as the huge department stores in the big cities."

A prominent woman shopper lives not far from Madison Square. She has a neat flat and one room she calls her office. Here she has the price lists of all the big New York houses as well as files of the newspapers. She has also sample books which are prepared by wholesale concerns which deal in laces, embroideries, wash goods, woollens and similar textiles. These books are for the use of their customers and are not for sale. As the customers are retailers, it is easy to understand why they do not want the general public to see these publications,

but the lady has built up so large a business that she is as good a customer as many stores. She has a huge letter cabinet which contains all of her correspondence, and a set of books, as complete as those of any commercial house. She said: "Shopping my mail is a fine industry but it takes considerable time to build it up. When I began I thought I would never get enough customers to make it pay. But I kept on, and now have a first-class trade."

"How did you start it?" I asked.

"I got out a circular stating what I would do and what I would charge, and then I gave a list of every reference I could get. These, of course, were personal friends of prominence, and included two bankers, a Congressman, three or four editors, some physicians, clergymen and lawyers. Then I had eight or ten society women notable for their popularity and their good taste in dressing. I secured a list of their friends who lived out of town more than fifty miles away, and to every one I sent a circular. At the end of six months I got up a second circular, which was a little longer than the first, and contained a much larger number of references. I won the confidence of many business houses and they allowed me to refer to them. One house was so generous as to give me a copy of the list of customers who had done business by mail with them in the preceding five years. I cannot tell you what a help this was. It brought me more business than all the rest of the circulars together. I noticed that whenever I secured a bargain for a lady in a distant town or city she told it to all of her friends, and gave them my name and address, because within the month after I had shipped the goods to her I would get from two to five orders from that place.

"Often it would be difficult or impossible to match goods, and sometimes an order would call for things that were going or had gone out of fashion. I would immediately answer the letter and inclose samples which I thought would catch the fancy of my correspondent. A professional shop-

per like myself can do this, while an express company cannot, on account of the time and trouble involved, and no single store will recommend goods which can only be procured in some other store. Then I have made it a point to appeal to artistic tastes and have in that way worked up a regular specialty. Here's a young couple keeping house in a small town and they want to make their home as beautiful as possible. For them I keep an eye upon the art stores and bric-a-brac places, and let them know from time to time what there is attractive and economical. In this way I sell statuettes, bronzes, engravings, photographs, weapons, cozy corners, divans, religious ornaments, crucifixes and other objects of beauty. These goods can seldom be procured in towns and small cities."

"Are there many losses in the trade?"

"Very few. In the beginning you usually get your money in advance, or else send the packages C. O. D. You charge a small commission, which averages about 5 per cent. This would not pay a person at all, especially where you have a lot of small commissions aggregating \$8 or \$9 which involve going through twenty stores. The largest source of income is the commission paid or the rebates given by large houses. They will only sell to you at wholesale rates upon condition that you charge the regular retail rates to your patrons in turn. If this were not done it would ruin the business. These discounts or rebates vary. In regular staple goods, such as cotton cloth, they are almost nothing, but upon fancy goods, such as special summer patterns, bonnets and made up articles, they run at times quite high."

"How do your customers know what is going to be the style?"

"That is a special branch of our business. Whenever new fashions are about to come in, and that is never less than four times a year, we get up a nice, chatty letter in which we give, in as brief form as possible, all the news that a fashionable woman or even a non-fashionable woman may desire. In my last letter I devoted

a half page to new styles in hair dressing, new dishes which had appeared in the swell restaurants and hotels, new books, new music and new dances. Then I detailed the new styles in hats, clothing and boots, new patterns of goods and their prices, and advised them as to the probable popularity of different novelties. You see, these things are important to women. If the hair is worn high, a hat must be worn which will not fit if the hair is worn low. So if it is massed in a knot upon the top of the head it will allow the use of a hat whose band touches the head all around, but if the knot is worn directly at the crown of the head or upon the neck, the hat will have to be larger or else be cut away in the rear. So with the evening shoes, if they are very low the hosiery must have more open work than if a shoe comes up high on the instep. These things are so closely interwoven that milliners usually confer with hair dressers before they make up their styles.

"You have no idea what trouble these circulars give us. There is great rivalry among the purchas-

ing agents or shoppers, and each endeavors to surpass the rest in the attractiveness of her announcements. Now, here's a circular from one of our trade which, you see, is twelve pages long and is illustrated with photographs. Here's another in which the new colors and new colored patterns are reproduced by chromo lithography. That first one could not cost less than \$100 and the second must have cost \$200. These, of course, are the leaders in our profession, and they can afford to go to this heavy expense. The majority rely entirely upon their ability to describe things in words."—*N. Y. News.*

WINDOW VIEWS.

I do not believe much in movable effects. They attract a large crowd who will stand by the hour and watch, but never notice the display aside from its movement. This crowd blocks the walk, sometimes the road—in fact, becomes such a nuisance that it will drive away good customers who wish to get into the store. The successful window is the one that is put up so artistically that it will attract the attention of all. Those attracted will come nearer and examine the goods displayed; then, stepping into the store, they will call for goods like those shown.—*Geo. F. Leak, in Dry Goods Economist.*



YOU HAVE MISREPRESENTED US!

YOU SAID:—"THERE IS NO GOLD IN GEORGIA," when public reports show that the mines of Georgia have sent to the U. S. Mint over \$15,000,000.00 in gold.

YOU SAID:—"THE VEINS ARE THIN," when there are pockets of them from 5 to 50 feet thick.

YOU SAID:—"THE ORES ARE POOR," when 'hundreds' of mines have ores running from \$5 to \$25 per ton.

YOU SAID:—"THE ORES ARE HARD TO REDUCE," that was partly true once, but NOW improved processes have changed all that.

YOU SAID:—"THE COST OF MINING IS EXPENSIVE," THAT'S FALSE! No place in this country can combine timber, water, machinery and supplies with such cheap labor as the Southern Gold Fields.

NOW SIR! Send us your name and address so that we can tell you all about the best place in the world to put that little \$100 or \$1000, or

WE WILL SHOOT YOUR HEAD SO FULL OF LEAD.

en facts that you will regret it to the day of your **DEATH!** No gold field in the world offers such opportunities to make money as Georgia.

GATE\$ INVESTMENT COMPANY, CHATTANOOGA, TENN.

NOTES.

THE *Billboard*, Cincinnati, O., is soon to be issued as a weekly.

THE manufacturers of the Buckeye bathing cabinet exhibit dainty miniature cabinets in druggists' windows.

IN *Success* (New York) for May appears "Stories of Famous Printers" and "The Only Woman War Correspondent."

THE Supreme Court has decided that the Illinois flag law is unconstitutional, as it infringes the personal liberty of citizens.

It is stated that the Scripps-McRae League has declined during a year just ended \$15,000 worth of "nasty medical advertisements."

IN the April *Bookman* (New York) of possible interest to readers of **PRINTERS' INK**: "Russian Newspapers," by Victor S. Yarros, and "The New Leaders of American Illustration," by Regina Armstrong.

It is asserted that excellent paper, both for newspaper and book purposes, may be made from rice straw, until recently a waste product. The New Orleans *Times-Democrat* has been looking up the subject.

E. BURNEY, a milliner of Santa Rosa, Cal., offers three hats of the value of \$10, \$7 and \$5 respectively, as prizes to the ladies writing the three best ads of his millinery. The ads will be published in two local papers.

A DETAILED statement of circulation received by the American Newspaper Directory for its March issue too late for insertion indicates that *Farm Implement News* of Chicago had a circulation in 1899 of 10,404 copies.

ON May 1st Williams & Lawrence became special agents at New York of the Minneapolis *Times*, and D. C. McConn, who had previously occupied that position, took charge of the Chicago office of Williams & Lawrence.

SPRAGUE, WARNER & CO., of Chicago, distribute a metal savings box which is a miniature reproduction of the large, round coffee receptacles one sees in stores. It contains among other things the following inscription: "Save your coins and buy Richelieu Coffee."

FOLLOWING the example of Messrs. A. & F. Pears in England, the Dunlop Tire Company are also offering a special prize of \$1,000 in gold to the Ontario Society of Artists for the best artistic production which might be used as a Dunlop tire advertisement.—*Business*.

DURING the first three months of 1900 the Milwaukee (Wisconsin) *Evening Wisconsin* increased its circulation 1,833 copies over the same months of 1900. This the publishers deem very gratifying, because it has been secured in the face of penny paper competition.

SPERO BROTHERS, tailors, corner of Beekman and Nassau streets, are sending through Nassau street two negroes stunningly dressed in gray and red, with tall gray silk hats, announcing

their only store. In front you read "Look on my back." On the back the store is named, and the firm's name is on the hat.

HENNESSY'S Bazaar of Butte, Montana, is having what it calls a "red, white and blue sale." To every article on certain floors is attached a red, white or blue ticket. A red ticket means that the customer is entitled to a discount of 25 per cent on the price marked, a white one to 33 1-3 per cent and a blue one to 50 per cent.

17,600 SQUARE feet of floor space are set apart for printing presses in the building just erected for the *Ladies' Home Journal*. It is in the rear of the present publication office, eight stories in height, and within a short time will be occupied by the mechanical departments of the magazine.

THE Omaha (Neb.) *News* gives each week prizes of \$2.50, \$1.50 and \$1 for the best three advertisements submitted of Omaha and South Omaha products, and then publishes these three and four others of merit submitted free in its columns. The object is said to be to increase the knowledge and patronage of home manufactures.

At the Nestle milk factory, in Switzerland a spacious hall is devoted to a kind of permanent advertising exhibition, round which are hung specimens of the posters and show cards. Besides the pictures there are many large showcases full of all kinds of advertising devices which have been used.—*Advertisers' Review*.

ON May 2d Typographical Union No. 6 celebrated its own semi-centennial and the 500th anniversary of Gutenberg's birth by opening a "Printing Exhibition," to last one month, at the Grand Central Palace, New York. Presses, specimens of printing, as well as a number of articles more or less widely known to readers of **PRINTERS' INK**, are shown.

CURTIS HAVEN, of Philadelphia, issues a book called "Haven's Modern Journalism," which appears to give valuable information to the journalistic amateur concerning almost every phase of newspaper work concerning which he is likely to ask, including a number of exercises designed to give facility in producing articles, editorials, etc. It devotes some attention to advertising, giving advice excellent enough in itself, although perhaps long ago known to all of **PRINTERS' INK** readers.

A DEPARTMENT store for colored people in Philadelphia is one of the possibilities of the near future. It will cater exclusively to and be conducted by men and women of the colored race. It will be backed by the Society of True Reformers, who have a membership in this country of 500,000, eight hundred of whom reside in Philadelphia. A store of this kind has just been started in Richmond, Va., and the experiment will be watched with interest.—*Cloak, Suit and Ladies' Wear Review*.

DOVER, Del., April 23.—The Armor-Bowen Company was incorporated here to-day with a capital stock of \$50,000,

to act for and represent the editors, proprietors and publishers of newspapers in the State of Delaware and elsewhere, for the purpose of soliciting and furnishing advertising matter. The incorporators are principally Baltimore men. The company has been solicited to come into Delaware by the Delaware State Press Association and take charge of the advertising of the newspapers.—*Philadelphia North American*, April 24.

THE report of the Postal Committee of the National Board of Trade, just issued by the Trades' League of Philadelphia, makes the following recommendations: Reduce railway mail pay to a basis equitable to both the railroads and the government. Immediately adopt local one-cent letter postage. Adopt general one-cent letter postage as soon as practicable. The report shows that while commutation passenger rates are as low as three cents per ton per mile, the lowest rate for mail transportation is six cents and the average rate over twelve cents.

Nor one of the four papers of Greeneville, Tenn., got out an issue for the week ending April 6th. That this wholesale suspension was owing to the death of D. K. Lyons, a prominent merchant, does not fully explain the circumstance. One has to be told that all the Greeneville papers are edited and published by members of the late Mr. Lyon's family. As the *Chattanooga Times* remarks, this is a state of things probably unparalleled in the history of journalism. Two of the Greeneville papers are Democratic and two are Republican, all conducted by brothers, sons of J. B. Lyons, a pioneer newspaper man in that section. The Mr. Lyons who died was a brother to the brother editors.—*Newspaperdom*.

THE courts of Arkansas have been called upon to decide a question in advertising so simple that one would naturally have supposed it to have been set at rest long ago. J. A. Watts, of Little Rock, bought some space in the *Advertiser*, of that town, and paid for it \$18 in advance. When the copy was delivered the publisher found that it consisted of a letter in favor of a political aspirant to whom the *Advertiser* was opposed. Patten refused to print the advertisement and offered to return Watt's money. Watts refused it, and threatened to carry the matter into the courts. There is much to be said on the publisher's side. No advertiser has an absolute right to fill space as he pleases. In all contracts it is expressly stipulated or clearly understood that the matter is to be acceptable to the publisher. Not merely must the advertisement be clean and decent in expression; not merely must it be free from obvious attempt to defraud, but it must, if the publisher so will, be in harmony with the general tone and policy of the paper. If the publication favor the election of candidate A, it should not be forced to print an advertisement proclaiming the virtues of candidate B. But it is plain that there are some parts of the country where the limits of an advertiser's privileges have not been authoritatively defined.—*National Advertiser*.

IN THE THEATER.

Up in the gallery the book programme is uncirculated. The people up there receive a sixteenth-sheet dodger slip bearing nothing but the cast of characters and scenario of the play—no ads at all. The programme man himself knows why, probably, but the lay observer who gives the matter a thought will wonder why the gallery offers no possibility as an advertising field. The men (and women) who go up there have less money for amusement than the folks in the lower part of the house, true; but they are buyers of groceries and cigars and clothes in a proportionate degree. The billboard man, the bulletin man and the newspaper man all think it quite worth while to bid for the trade of people of far less means; the butcher and baker take them into reckoning, the gas company erects large plants to get their trade, the ice man calls upon them six months in the year and even the book agent disdains not to ring their door bells and deliver a heart-to-heart talk on literature.—*Ad Sense*.

VENTILATION.

There should be plenty of white space in an advertisement, and that white space should be well distributed and clean looking. Don't let your advertisement look choked for breathing room. Ventilation in an advertisement suggests healthfulness and prosperity, a liberal mindedness that it will be a pleasure to meet in a business way. An advertisement which looks as though its owner was afraid some little quarter of an inch of space would be paid for without being utilized, puts the prospective customer in an unconscious attitude of dealing with a close-fisted merchant. Do not let your white space be filled with knickknacks or ornaments which printers are so prone to use. You would not clutter up your lawn with cast-iron dogs or deers; look at your advertising lawn in the same way.—*Profitable Advertising*.

STEREOTYPED ADVERTISING EXPRESSIONS.



"PRICE NO CONSIDERATION; THESE GOODS MUST GO."

STORE CUSTOMS IN JAPAN.

American husbands who get big bills from dry goods houses ought to pay them with a prayer of thanks that their wives do not live in Japan. The *Milinery Trade Review*, in an interesting account of Oriental store customs, says that time is of no consequence at all to the storekeepers of the East. They are not eager to sell. The customer states what he wishes and if the proprietor is very obliging he will, without duress, admit that he has a vague suspicion that he possesses such an article. That is the first step. Nothing is in sight, so you must ask him, "Honorable Sir, may I refresh my eyes with a sight of your most meritorious merchandise, if it is not against your honorable custom?" Ten pieces of an article sometimes cost twelve times the cost of one. They will not sell 100 at a less rate, but insist on your paying extra because of the large quantity desired. They frankly tell you their price to a Japanese customer and then that foreigners have to pay about 50 or 100 per cent more, and laugh. In the largest dry goods store in Tokio fifty clerks are seen kneeling down upon the floor of the large building, but no merchandise is visible. It is kept in fireproof (?) structures in the rear, and carried to and fro for customers' inspection by numerous boys.

ILLINOIS NEWSPAPER HISTORY.

A local historian thus sets forth the beginnings of journalism in Illinois: "Matthew Duncan, from Kentucky, went to Kaskaskia, and September 7, 1814, established the first newspaper, the *Illinois Herald*, and continued its owner until 1816, when he sold out to Daniel P. Cook and Robert Blackwell. When started it was a three-column folio, but when Blackwell & Cook took possession it was enlarged to a four-column sheet. Two years later Elijah C. Berry bought an interest in the company, when the name of the paper was changed to the *Illinois Intelligencer*. 1820 saw its removal from Kaskaskia to Vandalia. The second newspaper in the State was the *Emigrant*, published at Shawneetown by Henry Eddy and S. H. Kimmel. The first newspaper in Northern Illinois, the *Miner's Journal*, was issued July 20, 1829. The *Galenian*, by Addison Philley, editor, first appeared May 2, 1832. The first newspaper in Chicago, the *Democrat*, by John Calhoun, was issued November 26, 1833, and the first daily was the *Chicago American*, by William Stuart, April 9, 1839."—*Newspaperdom*.

SAMPLE COPY CIRCULATION.

Sample copy circulation is all right—if it reaches the right people. If a publication is so edited that it is of interest to a certain class of readers, its circulation among that class will be of value to an advertiser whether the copies are paid for or not. The only advantage about a paid circulation is that it is tangible proof that the publication interests a certain class. It is therefore very desirable for a paper to possess a paid subscription list. On the other hand, the publication that does not have a paid subscription list cannot readily prove that it interests a certain class, and is at a disadvantage. A medium's worth lies in the number of

people that read it, not in the number that receive it. And it's safe to assert that every copy paid for is read, while there is no way of knowing how many of the free copies are read.—*Profitable Advertising*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the EVENING POST, Charleston, S. C.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

WANTED.—To buy a Republican paper in town of 2,000 or more—any Northern State. Address "REPUBLICAN," care Printers' Ink.

A COUPLE of linotypes. Must be in good condition, in position to fulfill incomplete contract. "D," 31 N. Third St., Nashville, Tenn.

PATENT envelopes. Send samples of folding envelopes, that is, sheets which can be folded so as to do away with an envelope. BENZIGER BROS., 36 Barclay St., New York.

UP TO DATE, experienced, practical young man wishes situation as manager and sub-editor of weekly. Send proof and write copy. "HUSTLER," care Printers' Ink.

WANTED.—To hear from religious newspapers and county weeklies who will exchange advertising space for a handsomely bound copy of the "Life of Dwight L. Moody." Address THE VIRGINIA MAGAZINE, Winchester, Va.

THE advertiser wishes to buy a promising trade mark, medical preferred, for the purpose of exploiting, advertising and making a success of the same. Address, with full particulars, "ADVERTISING EXPERIMENT," Box 675, New York City.

PRINTER, college and professional education, experienced in newspaper work, sober, industrious, capable, good business man, desiring to return West, seeks position as manager or editor of daily in good Western town. Address "C. N. L.," care Printers' Ink.

ORDERS for 5 line advertisements 4 weeks \$10. In 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

WANTED—A thoroughly reliable newspaper man with \$2,000, as a partner in a paying job and news business (weekly and daily) in a territory untouched in Pennsylvania. Would not sell the plant and office for \$5,000. Unlimited possibilities. Investigate this personally. Too much business for one man to handle. Address "BOX C," Mount Pleasant, Pa.

ADVERTISING SPECIALTIES.

A D-PAPER WALLETS. Write to CHICAGO ENVELOPE CLASP CO., Niles, Mich.

ADVERTISING PUBLICATIONS.

BRAINS is not equalled for the presentation of retail advertising ideas. Sample copy, 10c. BRAINS, New York.

PREMIUMS.

PREMIUMS—Samples wanted of articles suited for premiums for a monthly. BENZIGER'S MAGAZINE, 36 Barclay St., New York.

LEASE FOR SALE.

WILL sell lease of a thriving Democratic paper in Kentucky for \$150 cash. Clears \$50 per month. "XENOPHEN," care Printers' Ink.

SUPPLIES.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

PERFECTING PRESS FOR SALE.

WILL print 6, 7 or 8 column, 8,000 to 10,000 per hour, printed and folded papers. Press is guaranteed by the makers and present owner. Also a full stereotyping outfit. Can be bought at a very reasonable price and has been used but very little. Address C. F. DAVID, Abington, Mass.

NEWSPAPER BARGAINS.

MAKING \$4,000 a year in Massachusetts. A chance of a lifetime brought about by sickness. Weekly 2,500 circulation; monthly 14,500 circulation. \$2,500 or more cash—balance easy terms.

\$2,500 buys a profitable, reliable weekly and job business within 75 miles of Albany.

\$1,200 buys a N. Y. State weekly doing a profitable business. See it and you will buy it.

\$2,000 buys a reliable weekly in a large, thriving New England town—easy terms.

\$5,500 buys a reliable Democratic weekly in Wyoming. Shows a profit of \$1,800 a year, with the field not half plowed.

\$5,000 or more down—balance on easy terms—buys a great daily proposition. Doing a prosperous business in one of the most thrifty, fast-growing cities in Massachusetts.

Dailies and weeklies in 37 States. Send for my special list. Any reliable properties for sale, "David" knows about them. What do you want?

Wanted—By clients, reliable weekly properties at from \$3,000 to \$6,000 in the Eastern States and West.

C. F. DAVID, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties.

CORPORATION CHARTERS.

WEST VIRGINIA Charters.

W. H. LOPE, Atty., Washington, D. C.

ADDRESSES AND ADDRESSING.

MAILING list of 6,000 sportsmen, ready for use, #6. ED. F. HABERLEIN, McPherson, Kan.

TRANSLATIONS.

ANY live language, by experts. Prompt work. Highest references. Write for booklet and rates. MONTREAL TRANSLATING BUREAU, Box 187, Montreal, Que.

BOOKS.

A POSTAL CARD will get our wine cookery book and price list. If you like good things to eat and drink send for it. C. E. SWFZEY, with Brotherhood Wine Co., New York City.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

STEREOTYPE OUTFITS.

STEREOTYPE outfits \$17 up; Hot and Cold processes included; make your own cuts in white on black and Granotype, no etching. Send stamp. H. KAHN, 240 East 33d St., New York.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued March 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

HALF-TONES.

NEWSPAPER PORTRAITS, line or half-tone, single column, \$1.00 each. Best quality; prompt delivery. Write for circular—it may interest you. INTERNATIONAL ENGRAVING CO., 1520 1522 Market St., Philadelphia, Pa.

SPECIAL NOTICE.

THE annual meeting of the stockholders of the Ripans Chemical Co., for the election of Directors and Inspectors of Election, will be held at the office of the Ripans Chemical Company, 10 Spruce St., New York, on Monday, May 14, 1900, at 12 o'clock noon. PETER DOUGAN, Sec'y.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

SUBSCRIPTION premiums wanted. FARM AND TRADE, Nashville, Tenn.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

KEEP your eye on FARM AND TRADE, Nashville, Tenn. It's growing. Only 10c. a line now.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

THE Southern farmer boy swears by FARM AND TRADE, Nashville, Tenn., the only paper in the world published in his interest. 10c. per agate line.

NICKELL MAGAZINE ad rates, 30c. agate line; \$30 page 15, 10 and 20 per cent. dis. on 3, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

TO reach the prosperous farmers of the South try FARM AND TRADE, Nashville, Tenn.; 10c. per agate line. Forms close 25th of month preceding date of issue.

THE only farmer boys' paper in the world is FARM AND TRADE, Nashville, Tenn. If you want to reach that class the best and only medium is FARM AND TRADE. Rates 10c. per line.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,033 weekly, among wealthy ranchers; growing rapidly; 5c. agate line no medicine ads.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate, 70 cents per inch on 3 or more insertions. Discounts, 10 per cent on 104 inches; 15 per cent on 250 inches; 20 per cent on 520 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OTTO KOENIG, Eastern Agent, 737 Park Row Building, N. Y.

THE HOME MAGAZINE, OF NEW YORK, is in its thirteenth volume, having been started as the *Commercial Travelers' Home Magazine*. A year ago the name was changed to the *HOME MAGAZINE*, and the office removed to New York City. Since then the energies of the *MAGAZINE* have been devoted more to pushing the circulation than toward building up the advertising patronage, upon the principle that circulation is absolutely essential to give advertisers satisfactory results on their business.

The circulation is now 40,000 copies, actually, of which about 31,700 are regular subscribers and the balance newsstand sales, exchange and advertising copies. A feature about our circulation is that we deal direct with the news trade outside of the American News Co.

Our rate is \$60 per page net, half and quarter pages pro rata, or 40 cents per agate line.

We want your business because our circulation will bring you results. We are always ready to give any details to possible customers. Will you try us? **THE HOME MAGAZINE**, 93-99 Nassau St., N. Y. City.

MAILING MACHINES.

THE BEST a labeler, 79¢ net, is only \$12. **REV. ALEX. DICK**, 43 Ferguson Ave., Buffalo, N. Y.

STOCK CUTS.

BEST collection 1/2-tone and line cuts for ad'g and booklets in world. Cat. 30c. (refunded) **SPATULA CO.**, Boston.

ILLUSTRATORS AND ILLUSTRATIONS.

SUPERIOR engravings: promptness; lowest prices. **ART ENGRAVING CO.**, Washington, D. C.

CUTS—We tell you how to make them for \$1. No camera, no tools, no experience required. Particulars for stamp. **C. D. LOVE**, Coshocton, O.

WE make designs, illustrations and engravings for catalogues, book covers, pamphlets, magazine and newspaper advertising. Sketches submitted. **INTERNATIONAL ENGRAVING CO.**, 1520 1522 Market St., Philadelphia, Pa.

FOR SALE.

STONEMETZ perfecting press, 8,000 per hour, four or eight pages, cheap; \$1,000. Now in daily use on **THE ENTERPRISE**, Brockton, Mass.

FOR SALE—A Q. Q. Cox Duxley Angle Bar Press. All the latest improvements. Run lit the over a year. Requirements demand a screw-typing press, reason for sale. "T," Printers' Ink.

ONLY Democratic newspaper and job office in northern county of Ohio, circulation 800. Will sell at once for \$250. Business can be doubled by experienced man. "H," care Printers' Ink.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

ADVERTISING NOVELTIES.

GOOD pictures and verses for street car ads. **AD-ART CO.**, Minneapolis, Minn. P. O. Box 181.

SEND for samples of our advertising puzzle car a. They bring results. We give a prize for every answer. **THE SPECIALTY SYNDICATE**, 207 Broadway, New York.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

CAPS and hats are being used by many advertisers to advantage. We should be pleased to lay before you samples and prices. **BROWN & BIGLOW**, Mfrs. of Specialties for Advertisers, St. Paul, Minn.

TRICYCLE wagons for merchants, \$40; lettered to suit. The most highly finished bicycle in the world, \$35 cash, list \$50. Output limited To few first-class agents. **ROADSTER CYCLE SHOPS**, Camden, N. J.

NEWSPAPERS WANTED.

SELL OUT NOW if you foresee that you are going to sell soon. Don't let your business run down and then expect to sell it for what it has been.

A sick newspaper or sick horse will only sell for a price that will allow the owner to take the chances on complete recovery and to pay the doctor's bill.

If you want to sell write the situation fully. It will save time and increase the chance of doing business. **FLEMING P. HARRIS**, Newspaper Broker, 150 Nassau St., New York.

NEWSPAPERS FOR SALE.

DEMOCRATIC daily paper in Minnesota that is making \$3,000 and has and can make \$4,500 yearly. Good plant, with typesetting machine, worth \$6,000. Gross business about \$17,000. Wealthy community, attractive and up-to-date city. No outside competition. Price \$11,000, \$4,000 cash necessary. Give reference. **E. P. HARRIS**, 150 Nassau St., New York.

A CENTRAL New York weekly, making \$3,500 clear annually, can be bought for \$6,000. Gross business for year ending March 1, 1907, \$5,650. Plant cost \$7,300 and as good as new. Up to date in every particular. In a town of 4,000 in very desirable and fertile section. Paper was established 15 years ago and under one management ever since. References required. **E. P. HARRIS**, 150 Nassau St., New York.

NEWSPAPER WANTED.

WANTED—Good county ad weekly in New York or Pennsylvania for \$10,000 or less, with earning plant and local conditions to justify the valuation. **E. P. HARRIS**, 150 Nassau St., N. Y.

ADVERTISEMENT CONSTRUCTORS.

J. HOWLAND HARDING, 1545 Broadway.

J. EDITH B. GERRY, 111 Nassau St. Ads. Booklets. Pictures.

AD A DAY \$10 a month. **GEORGE H. HAYWOOD**, 9 Amity, New London, Conn.

33 A MONTH for ad a week. **CHAS. A. WOOLFOLK**, 416 W. Main St., Louisville, Ky.

100 COMPLETE Shoe Ads, all new, for \$2. **G. R. SYFERT**, 48 S. 9th St., Columbus, O.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

THE shortest, surest and safest route to profitable medical journal publicity is through the **MEDICAL ADVERTISING BUREAU**, 100 William St., New York.

STRONG ADS.

THEY'RE PULLERS, too. Not expensive. Any business. Send 5c. stamps and data: will mail you 3 samples, any size. **TRY ME. GREENE THE ADMAN**, 21 National Bank Building, Oil City, Pa.

IF you're something to tell about something to sell, let me tell it and help you to sell it. Preparing good advertising for good goods is right in my line. Tell me enough to "put me on" in your business and I'll tell you what I can do for you and what it will cost. **JED SCARBORO**, 20 Morton St., Brooklyn, N. Y.

POOR commercial literature has "no show" with so much current that is admirable. To be profitable a circular must be first read and then kept, and this demands a deserving of such treatment. Poor printed stuff certainly encourages one "branch," i. e., the "willow branch" used for making waste paper baskets. **FRANCIS I. MAULE**, 43 Sanson St., Philadelphia. No postal cards, please.

BOOKLETS, ADVERTISEMENTS, CIRCULARS.

I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of **PRINTERS' INK**. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. **WM. JOHNSTON**, Manager **Printers' Ink Press**, 10 Spruce St., New York.

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GET IN ON THE RISING TIDE!

The only Democratic Daily in a Democratic Stronghold. The National Democratic Convention to nominate a President for the United States meets in Kansas City, July 4, 1900.

March Circulation,
1,107,730 copies.

.. The Straight Story ..

Daily Average,
35,733 copies.

Sworn Detailed Statement of the Circulation of the

KANSAS CITY TIMES

DAILY AND SUNDAY

For the Months of January, February and March, 1900.

After deducting all copies returned by newsboys, and copies left over, spoiled and unaccounted for, the following is the straight story :

Average each Day for the month of January,
Average each day for the month of February,
Average each day for the month of March,
Circulation, March 31st,

29,225
32,876
35,733
37,685

JANUARY.		FEBRUARY.		MARCH.	
1.....	25,490	1.....	32,729	1.....	33,410
2.....	25,385	2.....	32,680	2.....	33,680
3.....	26,190	3.....	32,790	3.....	33,740
4.....	26,500	4.....	32,710	4.....	33,900
5.....	26,810	5.....	32,615	5.....	33,980
6.....	26,988	6.....	32,710	6.....	34,105
7.....	27,272	7.....	32,810	7.....	34,225
8.....	27,310	8.....	32,790	8.....	34,410
9.....	27,370	9.....	32,740	9.....	34,510
10.....	27,830	10.....	32,960	10.....	34,990
11.....	27,910	11.....	32,210	11.....	35,110

STATE OF MISSOURI, } ss.
COUNTY OF JACKSON, }

I personally appeared before me, a Notary Public, in and for the County of Jackson, State of Missouri, Raymond P. May, Business Manager of THE KANSAS CITY TIMES, who deposes and says that the regular editions of THE KANSAS CITY TIMES for the months of January, February and March, 1900, after deducting all copies returned by newsboys, and copies left over, spoiled and unaccounted for, averaged 35,733 copies daily.

RAYMOND P. MAY,

says that the regular editions of THE KANSAS CITY TIMES for the months of January, February and March, 1900, after deducting all copies returned by newsboys, and copies left over, spoiled and unaccounted for, averaged 32,546 copies daily.

RAYMOND P. MAY,
Business Manager.
Sworn to and subscribed before me this 4th day of April, 1900.
My term expires October 1, 1902.
EVA L. MASSEY,
Notary Public.

SWORN STATEMENT OF CIRCULATION.

STATE OF MISSOURI,) ss.
COUNTY OF JACKSON.

Personally appeared before me, a Notary Public in and for Jackson County, Missouri, Raymond P. May, Business Manager of THE KANSAS CITY TIMES, who deposes and says that the circulation of THE KANSAS CITY TIMES, after deducting all copies returned by newsboys and copies left over, spoiled in printing and unaccounted for, exceeds 37,000 copies daily, complete.

RAYMOND P. MAY,
Business Manager.
Sworn to and subscribed before me, the 4th day of April, 1900.
[SEAL] EVA L. MASSEY,
Notary Public,
Jackson County, Missouri.

The circulation books of THE KANSAS CITY TIMES are always open to advertisers, and an examination is earnestly invited.

THE KANSAS CITY TIMES,
A. A. LESUEUR, General Manager.

On Sunday, April 8, 1900, THE KANSAS CITY TIMES carried a total of 2,516 inches of paid display advertising. This was more by a large percentage than that carried by any other Kansas City paper on that day.

THE S. C. BECKWITH SPECIAL AGENCY,
SOLE AGENTS FOR FOREIGN ADVERTISING,
47, 48, 49 and 59 Tribune Building, New York 469 The Rookery, Chicago

IMPORTANT.

The Kansas City Times will accept all advertising with the distinct and unequivocal guarantee that the statements contained herein are true and are open for the inspection of any and all advertisers who may make application at the business office of The Times.

On Sunday, April 8, 1900, THE KANSAS CITY TIMES carried a total of 2,516 inches of paid display advertising. This was more by a large percentage than that carried by any other Kansas City paper on that day.

7.....	32,272	7.....	32,810	7.....	31,925
8.....	27,310	8.....	32,790	8.....	31,110
9.....	27,370	9.....	32,740	9.....	31,810
10.....	27,830	10.....	32,900	10.....	31,990
11.....	27,910	11.....	32,710	11.....	35,110
12.....	28,307	12.....	32,940	12.....	35,225
13.....	28,609	13.....	32,840	13.....	35,100
14.....	28,910	14.....	32,800	14.....	35,590
15.....	29,000	15.....	32,815	15.....	35,680
16.....	29,140	16.....	32,900	16.....	35,810
17.....	29,150	17.....	32,980	17.....	35,990
18.....	29,810	18.....	32,460	18.....	36,100
19.....	30,140	19.....	32,500	19.....	36,210
20.....	30,220	20.....	32,780	20.....	36,110
21.....	30,340	21.....	32,920	21.....	36,190
22.....	30,590	22.....	33,000	22.....	36,710
23.....	30,910	23.....	33,100	23.....	36,870
24.....	31,100	24.....	33,140	24.....	36,990
25.....	31,315	25.....	33,170	25.....	37,100
26.....	31,670	26.....	33,195	26.....	37,225
27.....	31,810	27.....	33,210	27.....	37,340
28.....	31,990	28.....	33,320	28.....	37,490
29.....	32,140	29.....		29.....	37,510
30.....	32,310	30.....		30.....	37,545
31.....	32,680	31.....		31.....	37,685
905,986		920,535		1,107,730	
Av. D'y 29,225		Av. D'y 32,876		Av. D'y 35,733	

GET IN ON THE RISING TIDE !

The only Democratic Daily in a Democratic Stronghold. The National Democratic Convention to nominate a President for the United States meets in Kansas City, July 4, 1900.

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29,225 32,876 35,733 37,685

JANUARY.		FEBRUARY.		MARCH.	
1	25,490	1	32,720	1	33,110
2	25,585	2	32,680	2	33,680
3	26,190	3	32,790	3	33,740
4	26,500	4	32,710	4	33,900
5	26,810	5	32,615	5	33,980
6	26,988	6	32,710	6	34,105
7	27,272	7	32,810	7	34,225
8	27,310	8	32,790	8	34,340
9	27,570	9	32,740	9	34,810
10	27,830	10	32,900	10	34,990
11	27,910	11	32,810	11	35,110
12	28,307	12	32,940	12	35,225

STATE OF MISSOURI, } ss.
COUNTY OF JACKSON, }

I personally appeared before me, a Notary Public, in and for the County of Jackson, State of Missouri, Raymond P. May, Business Manager of THE KANSAS CITY TIMES, who deposes and says that the regular editions of THE KANSAS CITY TIMES for the months of January, February and March, 1900, after deducting all copies returned by newsboys, and copies left over, spoiled and unaccounted for, averaged 32,546 copies daily.

RAYMOND P. MAY.

Notary Public.

says that the regular editions of THE KANSAS CITY TIMES for the months of January, February and March, 1900, after deducting all copies returned by newsboys, and copies left over, spoiled and unaccounted for, averaged 32,548 copies daily.

RAYMOND P. MAY,

Business Manager.

Sworn to and subscribed before me this 4th day of April, 1900.
My term expires October 1, 1902.

EVA L. MASSEY,

Notary Public.

SWORN STATEMENT OF CIRCULATION.

STATE OF MISSOURI, } ss.
COUNTY OF JACKSON.

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RAYMOND P. MAY,

Business Manager.

Sworn to and subscribed before me, the 4th day of April, 1900.


[SEAL]

EVA L. MASSEY,

Notary Public,

Jackson County, Missouri.

IMPORTANT.

 The Kansas City Times will accept all advertising with the distinct and unequivocal guarantee that the statements contained herein are true and are open for the inspection of any and all advertisers who may make application at the business office of The Times.

On Sunday, April 8, 1900, THE KANSAS CITY TIMES carried a total of 2,516 inches of paid display advertising. This was more by a large percentage than that carried by any other Kansas City paper on that day.

THE S. C. BECKWITH SPECIAL AGENCY,
SOLE AGENTS FOR FOREIGN ADVERTISING,

47, 48, 49 and 59 Tribune Building, New York 469 The Rookery, Chicago

7.....	32,810	7.....	34,223
8.....	32,790	8.....	34,110
9.....	32,740	9.....	34,810
10.....	32,900	10.....	34,990
11.....	32,210	11.....	35,110
12.....	32,910	12.....	35,225
13.....	32,840	13.....	35,400
14.....	32,800	14.....	35,590
15.....	32,815	15.....	35,680
16.....	32,900	16.....	35,810
17.....	32,980	17.....	35,990
18.....	32,460	18.....	36,100
19.....	32,600	19.....	36,240
20.....	32,780	20.....	36,410
21.....	32,920	21.....	36,490
22.....	33,000	22.....	36,710
23.....	33,100	23.....	36,870
24.....	33,140	24.....	36,900
25.....	33,170	25.....	37,100
26.....	33,195	26.....	37,225
27.....	33,210	27.....	37,310
28.....	33,320	28.....	37,490
29.....		29.....	37,510
30.....		30.....	37,545
31.....		31.....	37,685
920,535		1,107,730	
Av.D'y 29,225	Av.D'y 32,876	Av.D'y 35,733	

905,986

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent. additional, if granted; discount, five per cent. for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, MAY 9, 1900.

SOME papers have good circulations, others good circulation liars.

THE Art Association of Chicago in its fight against the billboards declares that these are a "menace to the city's reputation as an art center." That Chicago has a reputation as an art center will be a revelation to a host of Easterners; therefore, however unproductive the association's efforts may prove to be, it at least has the satisfaction of knowing that it has aided in the spread of information.

FRANK McLEES & BROS., 216 William street, New York, offer to advertisers what they call a "cero-type," designed to print letter-heads, billheads and similar articles in a style closely resembling lithographic work. It is a process of wax relief, and for it is claimed that lines "may be made as fine as a point can be sharpened." Its advantage over lithography for the advertiser is its greater cheapness; for the printer, that it may be used on an ordinary press, thus enabling him to keep the entire job within his establishment. The Little Schoolmaster has seen a number of letter-heads printed by this process, but while he thinks highly of the success achieved, he has not been able to convince himself that lithography was not considerably better—at, of course, a considerably higher price.

VICE is a monster of so hateful mien
As, to be hated, needs but to be seen;
Yet seen too oft, familiar with her face,
We first endure, then pity, then embrace.

Thus sings the poet of the recognized effect of continued publicity with an article miserably unattractive. How much more effective with an attractive article!

AN interesting fact in connection with the Paris Exhibition is that there are 6,564 American exhibitors, more than those of any other three foreign nations combined, save France, which has 30,000. The New York Tribune says the fair "will seem much like a Franco-American exhibition, with the rest of the world taken in to 'fill up the chinks.'" The millions who visit the fair," says the Tribune, "will be made to realize as never before to what a commanding estate in commerce, industry and arts the United States has risen."

ON Monday, April 23d, the J. C. Ayer Company of Lowell celebrated the completion of improvements to its plant by an inspection and banquet at which gentlemen prominent in the trade and otherwise from at home and abroad were present. The Boston Post of April 24th had a long and interesting account of the affair, from which the matter that follows is extracted:

From the main office the party was conducted to the printing plant. Here the Ayer people print all of their own circular advertising matter. Mammoth presses and many compositors were grinding away and turning out almanacs and many kinds of circulars describing the Dr. Ayer remedies. Fifteen tons of paper are used each day in this department. Almanacs are issued in five different languages. A million copies of the Ayer's Cherry Pectoral books are now being issued. The visitors were then shown into the stereotyping room. This plant is as large as that of almost any daily newspaper office, and here men were making the plates for the Ayer advertising matter that appears in all the metropolitan and country journals. The company is now sending advertisements to twenty-four different countries, all having different languages.

PRINTERS' INK, the well-known advertising journal of New York, is accepted as the standard for this country.—Birmingham (Ala.) Age-Herald, March 31, 1900.

A KANSAS CITY (Mo.) milliner, at the end of a long and unique advertisement, says:

Now, ladies, you have the whole story. If you don't want your friends to have astigmatism and your husband the jimjams by looking at a department store hat on your head, come to A. A. Pearson, 1006 Main street, and buy your hat.

UNDER the title "How to Advertise" the Procter & Collier Company of Cincinnati, O., issues a booklet containing eight pages of information concerning the art, and sixteen pages of reproductions of magazine advertisements which it has written and placed. The effect of the good sense in the reading matter is strengthened and buttressed by the excellence of the announcements shown. The brochure talks essentially to the new advertiser, and its effect on him will probably be as good as was intended. Certainly no advertising agency could desire a finer list of customers than is made apparent by the ads reproduced.

THE Davenport (Iowa) Times issues a booklet which it calls "The Truth About the Circulation of Davenport Papers." It tells us that the Times made an arrangement with W. H. McCoy, the publisher of the Davenport city directory, to have his solicitors, while making the house, to house canvass for the names to be published in the directory, to inquire at every house what city papers are taken. The result was, according to the booklet, as follows:

Davenport Times, . . .	2,587 Copies
Davenport Leader, . . .	1,366 Copies
Davenport Democrat . . .	1,035 Copies
Davenport Republican, . .	752 Copies

This count was only in residences, says the Times, and if the percentage between it and the total circulation in its own case were added to all the papers named, the figures would be as follows:

Daily Times,	2,882 Copies
Daily Leader,	1,570 Copies
Daily Democrat,	1,190 Copies
Daily Republican,	838 Copies

The fact that the Times did not furnish the American Newspaper Directory with a complete detailed circulation statement is apt to take away much of the force which its interesting booklet would otherwise possess.

ADVERTISERS that avoid schemes of all kinds and stick to legitimate methods will have the most dollars to count at the end of the year.

MR. T. B. EIKER wishes it to be known that he is no longer connected with the *National Advertiser*. It proved too strong even for him.

THE *Courier-Citizen* of Lowell, Mass., sends advertisers a package of seeds, with the following announcement:

Seed time is followed naturally by harvest. As a reminder to you that this is the seed time, we inclose this little package of seeds. If you sow them in good soil you will have a plot of beautiful flowers in a few weeks.

From which one may conclude that these seeds will be accepted by the *Courier-Citizen* in payment for business announcements in its columns—which would be planting them in what the *Courier-Citizen* at least thinks is good soil.

THE store of Siegel-Cooper & Company in Chicago and of the Siegel-Cooper Company in New York will on July 2 come into the control of the Siegel-Cooper Company, a corporation formed under the laws of the State of New Jersey, having a capital stock of \$24,000,000, of which 200,000 shares of preferred stock, par value \$50, drawing six per cent interest and one-third of all additional dividends, is offered to the general public, the prospectus claiming that by having a large number of people interested in the success of the business, its profits will be greatly increased, so that the present owners will receive far better dividends on the stock which they retain, justifying them in parting with a portion of their interests in a profitable concern. In order to make as many people interested as possible, all one-share allotments will first be made, then the two shares and so on, so that those who desire a considerable number will probably be left in the cold. The advertising which the company is getting and likely to get as a result of its action, is a phase of the matter that will interest readers of PRINTERS' INK.

AN advertiser should be allowed to make his own rate in a publication that refuses to furnish convincing proof of its actual circulation.

THE London, Brighton and South Coast Railway issues a booklet which it calls "En Route to the Paris Exhibition," and which is evidently intended for the perusal of Americans who stop for a moment, so to speak, at London, and then hasten to Paris. It aims to show the American traveler that there are a number of South Coast resorts within two hours of London, the beauties of which he should not fail to absorb. Particular attention is given to the Isle of Wight, and much interesting information about Tennyson appears in connection with it. Excellent illustrations are used. The booklet is interesting, not only in itself, but as an indication of what English railroads are doing.

THE inauguration of a College of Journalism at Cincinnati, with Murat Halstead at the head, has caused a large amount of comment among those peculiar journals supposed to be issued in the interests of newspaper men, yet edited by people who, in the majority of cases, have never seen the inside of a newspaper office. In spite of the unfavorable views expressed in these publications, there is little doubt that Mr. Halstead's experience will be of value to a host of young men who desire to enter journalism, yet lack entirely any idea of what is required in order to succeed. It seems to PRINTERS' INK that in these days we are somewhat inclined to overrate the value of personal experience and to underrate the kind of knowledge which one man may impart to another. Mr. Halstead will now turn out journalists; his pupils, when he gets through with them, will be men who will have a certain facility in expressing what they wish to say and a knowledge of the ideas and principles that govern in newspaper offices. Thus equipped, they will be able to get the full benefit of their experience in the newspaper itself.

THE status of the two papers in the March issue of the American Newspaper Directory, just issued, appears to emphasize the claims made by the *Banner* to being classed as the second paper of importance in Tennessee in point of circulation. It must not be forgotten, however, that mere circulation does not of itself lift a paper's importance above that of another with about the same issue and a great deal more of character and other valuable constituents.—PRINTERS' INK, March 21.

The Nashville *Banner* maintains that in point of actual issue it is the second paper in Tennessee, the Memphis *Appeal* being first, but when it comes to character the *Banner* does not admit that any paper anywhere has more of it or of better quality. And it is a prevailing opinion in Tennessee that on the last point the *Banner* is right. The Little Schoolmaster takes no exception to the impression that prevails where all the people have the best possible facilities for arriving at a correct conclusion.

THE May number of *Frank Leslie's Popular Monthly* inaugurates a new policy of rigid censorship of the advertising pages of that magazine. Seven pages of advertisements offered for the issue in question have been rejected. Hereafter it will be impossible to have inserted in *Frank Leslie's* any announcement of a cure for piles or rupture, for deleterious habits, such, for instance, as drunkenness and opium, an advertisement of hypnotism or mental science of all sorts, or, in fact, any advertisement at all offensive to good taste. It may be observed in passing that this magazine never did carry "weak men," electrical belts, bust developers, etc., hence no necessity for eliminating these arises in connection with the new reform. The publishers assert that recently the number of the kind of advertisers they are now excluding has greatly increased and that these have found no difficulty in securing space in the ten-cent magazines, *Frank Leslie's Popular Monthly* being the first to make any effort in the direction of debarment. It is to be hoped that the reform now instituted will be spread over the entire advertising field. The new advertisers' association will probably give the matter extended attention in the near future. It is certainly worth discussion.

MR. BRENT GOOD, of Carter's Little Liver Pills, says it takes seventeen insertions to make any impression on the average person.—*Publicity.*

Mr. Good probably never said this; but if he did, he should satisfy the yearnings of a curious world by telling it how he discovered the fact.

SPEAKING of English advertisements, the *Advertisers' Review*, London, says among other things:

We are yet a long way from what our ads ought to be, and it would pay many an advertiser to subscribe to a few American magazines, such as the *Mansey* (American edition), *McClure's*, *Youth's Companion* and the *Ladies' Home Journal*. These publications show how interesting the ad pages of a magazine can be made, and when our English magazines are the same, advertising in them will bring better results.

THE Flying Bill Poster Company, of West Plains, Mo., offers to advertisers a device which it fails to describe adequately, but of which an idea may be obtained from the following extract from one of its circulars:

With the billposter in hand, which is easily mistaken for a walking stick, and the pocket filled with the circular or bills already prepared at the store, a man can decorate his town and surrounding country with the most attractive notices that may be printed in different colors, as he goes back and forth to his meals, or any boy will always be glad and ready to use it simply for the fun of shooting the bills in place. Any size bill, poster or circular can be used from a 2x4-inch circular to a 2x4 or 6-foot poster. The circulars or bills are simply rolled up and then, by a peculiar patented arrangement of string and tack, are placed in the poster and fired at the place you wish one. They travel through the air like a rocket, strike and fasten themselves, the rebound sends them back, and to the amazement of onlookers unfold before them where they will remain to attract notice and to be read until they rot and fall away, for it would be impossible to get them down without a ladder or very long pole. If there should happen to be a show in your town, be prepared with a big bill of something you wish the public to take notice of, and you will most forcibly call their attention to it by firing one of them into the ceiling directly over the orchestra; or if taking a trip in a buggy or on a train, every favorable tree, depot, outhouse or dwelling may be utilized.

It seems to the Little Schoolmaster that the person using one of these things would eventually become such a nuisance that the inhabitants of the town could not be blamed if they used the device to hang him to a tree.

GRAMMATICAL CRITICS.

Office of

L. S. AYRES & Co.

INDIANAPOLIS, Ind., April 26, 1900.

Editor of PRINTERS' INK:

In Mr. Crosby's answer to the criticism of Ernest S. Jacobs, on page seventeen of your current issue, it strikes me that he has exaggerated the ignorance of Chicago when he claims that ninety-nine housewives out of one hundred would say "cleans easy" rather than "cleans easily." I am sure a greater proportion of Indianapolis women would use the correct phrase. Anyhow, what's wrong is wrong and cannot be justified. The trouble with Mr. Crosby is, to paraphrase Mr. Kipling, that "he don't care and won't care and couldn't care if he would." Almost his next sentence proves it and in this instance he certainly cannot claim the justification of brevity. Here it is: "For the sake of terseness and strength in an advertisement one is oftentimes compelled to be ungrammatical and to talk to your prospective customers in language that they will fully understand and comprehend." If my ten-year-old daughter should write a sentence like the one quoted she would have the doubtful pleasure of rewriting until it was correct. Yours very truly,

HORACE E. RYAN.

Manager of advertising of L. S. Ayres & Co.

CINCINNATI, O., April 28, 1900.

Editor of PRINTERS' INK:

In your issue of April 25th, under the unique heading, "Mr. Crosby's Grammar," you ran a letter from that gentleman. He writes that the expression "cleans easy" was used advisedly, and defends his position in the matter by saying that "one is oftentimes compelled to be ungrammatical and to talk to your prospective customers in language they will fully understand and comprehend."

I do not exactly agree with Mr. Crosby. As a practical advertising man, I should never talk in any language whatever to any one else's prospective customers, whether the dialect was that of our friend "Dinkelspiel," the slang of "Chimmie Fadden," or the patois of a "Canuck."

It is my opinion that in the grammar of an advertisement, as in everything else, the best is nothing too good.

An ad should be conversational, but if a well-bred man should talk to a Cockney, would he gain anything by descending to the use of the dialect of a London guttersnipe? Would he not lose prestige immediately with even the guttersnipe? Yours very truly,

GEO. R. CRAW,

Advertising Manager the Pettibone Brothers Manufacturing Company.

In the current issue of *Scribner's Magazine* there is an article on the large number of grammatical errors one may discern in the great authors. The opening paragraph applies aptly to the present controversy and should end it:

The rules of grammar are accepted

as the shibboleth of intellect by too many. We all know persons who seem always, when listening to informal conversation, to be eavesdropping for solecisms, which they register, when found, more or less brutally, and store up to retail as malicious gossip later. These spies and informers of every-day life seem to assume that a breach of grammar is a breach of the peace, that a slipshod syntactician is a public nuisance, and that a double negative is complete damnation. Yet we all know certain absolute asses whose impeccable grammar only emphasizes the emptiness of their thoughts, whose brains are as free from the possibility of inspiration as any Chinese laundryman's adding machine. And we all know certain men whose thoughts take magnificent strides and cover a noble parish without check from the barbed-wire fences and "no thoroughfare" signs of grammar. These unshackled souls are rather above than beneath the jurisdiction of justices of the peace like Lindley Murray.

In spite of what has been said above, nothing is gained by ignoring the rules of grammar—if one knows them.

THE FIFTH SUGAR BOWL.

KANSAS CITY, Mo., April 26, 1900.
Editor of PRINTERS' INK:

The Kansas City *Weekly Star* will be a competitor for the Fifth Sugar Bowl.

Advertising rates for the *Weekly Star* will be advanced May 1st. Which will govern in the contest, the rates now in force or the advanced rate?

Very truly, THE KANSAS CITY STAR.
By Aug. F. Seested, Bus. Mgr.

The rates in force at the time the Fifth Sugar Bowl is awarded are the rates that will govern.

* * *

The latest edition of the American Newspaper Directory gives the *Weekly Star's* circulation for 1899 as 131,916. The *Star* accepts all advertising on condition that the paid circulation of its weekly edition exceeds 140,000 per issue. The advertising rate is 40 cents per line for run of paper, which at the guaranteed circulation, makes the rate approximate one-third of a cent per line per thousand copies.

THE Sugar Bowl of sterling silver which PRINTERS' INK recently awarded to the Philadelphia *Record*, as being the paper which gives the best service to advertisers in proportion to rate east of Chicago, has been placed on exhibition by John Wanamaker in his jewelry store display window, Philadelphia.

IN BRITISH NEWSPAPERS.

There are several papers which obtain prices ranging from 10s to £2 per inch for their advertisements. Very little show can be made in all the weekly journals for less than £300 per week; and if daily papers in all parts of the country are to be included, £1,000 will not be found at all an excessive amount to pay each week. Should you wish to make a good start by inserting a full page in the *Daily Telegraph*, you can, by making early arrangements, do so for the modest sum of £200, and a like amount will give you similar publicity in the *Daily Mail*. The *Daily News* will not only give you the loan of a page for £110, but will let you display the advertisement across the columns, which all the other London dailies refuse to do. Following this start up by a page advertisement in the *Daily Chronicle* at £120, and in the *Morning Post* at £100, readers will remark, perhaps, that something new is being advertised, and if they see the announcement when they return home in the evening, to the tune of a half-page in the London *Evening News*, at £35; in the *Globe*, at £25; in the *Pall Mall*, at £20; in the *Star*, at £43; and in the *St James'* at the same rate as in the *Pall Mall*, somebody will perhaps say, pointing to the advertisement: "This chap's advertising pretty largely. Wonder what it's all about?" Amongst other papers for which it will be found necessary to draw substantial cheques might be mentioned the *Christian World*, at £75 per page, or eleven shillings, 11d per inch. The *Christian Herald*, at £1.10s per inch, and *Lloyd's*, at £1.8s per inch. The charge per inch in the *Daily Graphic* is 16s; *Reynold's Newspaper*, 16s, and the *People* 1s per inch less.—Yorkshire Chat.

EXCITING CURIOSITY.

Excite a little legitimate curiosity about your goods; nothing draws like curiosity. I know of one of the most successful advertisers who tells millions of people daily what he is doing in his store, if it be only the putting up of a new shelf or the painting of a door.—J. E. Bernstein, at banquet of Merchants' Protective Association of Jersey City, N. J.

SOME CIRCULATIONS.

From Proctor & Collier's booklet, "How to Advertise," the following statements are taken:

There are magazines claiming a circulation of eighty thousand a month that have a fixed circulation of eight thousand only, and of this eight thousand, two thousand go free to agents, advertisers and exchanges. The remaining seventy-two thousand copies are sent to newsdealers with the privilege of returning unsold copies. If the edition happens to contain popular matter, half of the seventy-two thousand may be sold. The balance are returned to the publisher, who sends them out as specimen copies to lists of names. As the value of advertising depends largely upon the reiteration of the same subject before the same people, this kind of circulation is not worth more than about one-tenth of what the publisher's rate card calls for. There are religious papers that ten years ago had twenty thousand circulation, all paid for excepting about two thousand free copies to pastors, societies, advertisers and exchanges. Old subscribers have died, others have ceased to take interest in church affairs, and families have become broken up and scattered. But the papers continue to be sent to the old names in the hope that some day arrears of subscriptions will be paid, and through the necessity of having a circulation to justify the advertising rates. There are newspapers that issue one hundred thousand copies the day after a presidential election and twenty thousand copies the day after Christmas. For some of these a circulation of one hundred thousand will be claimed and for others an average of sixty thousand. There are some agricultural papers that are little better than circulars or dodgers, so far as actual paid up circulation is concerned. As for trade and special publications, business men know they receive many regularly without paying or even asking for them. The postal laws are largely responsible for this exaggerated circulation, because publishers pay one cent a pound postage only.

Ex-President Grover Cleveland

Mr. Cleveland has written especially for the College Man's Double Number of THE SATURDAY EVENING POST an able article for young men who are leaving college and getting actively in touch with the wider world of business and politics.

This is the first magazine article that Mr. Cleveland has written in a great many years, and it will appear in THE SATURDAY EVENING POST exclusively.

Senator Beveridge writes exclusively for the POST.

Hon. Thomas B. Reed writes exclusively for the POST.

A weekly magazine at \$2.50 a year, reaching 250,000 subscribers and buyers SOLELY on its editorial merits.

No premiums—no cut prices—no sample-copy editions to swell its circulation.

THE CURTIS PUBLISHING CO.
PHILADELPHIA.

SOME REAL ESTATE METH-
ODS.*By Lewis Garrison.*

System in an advertising campaign is everything. This is especially true in real estate advertising. I know a man who sold out an addition to Cincinnati, Ohio, in a few years and made for his company a great deal of money. He departed from the usual methods of advertising to a certain extent and had original ideas to work on. His name is George C. Bloss and the company that he was manager for was the Erlanger Land Syndicate. The syndicate owned a farm seven miles from Cincinnati, in Kentucky. It was at the time of Sunday closing of saloons in Ohio, and the fact of running Sunday excursions to Kentucky was a great feature of the sale. The Cincinnati *Post* was used to the extent of a half-page on some occasions; sometimes only a quarter of a page, once a week. Here is a sample ad:

YUM—YUM!

Hot cakes could not go faster than the South Erlanger home lots. The prices and terms draw home seekers like syrup draws flies!

A beautiful lot in the healthiest suburb near Cincinnati for \$15, \$20 and \$100. 50 cents cash and 50 cents per week. Does that strike you as easy?

No interest. No taxes. Fare 5 cents. Six miles out.

Then there was a talk in the ad of the surpassing scenery and how Bloss did lay it on! The people of Cincinnati thought there was a little heaven out at Erlanger. The novel feature of the advertising was the naming of agents, with their business locations in different parts of the city. This was a convenience. People read the ad and then went around the corner to find an agent who could show the plat and tell full particulars—possibly sell a lot.

On Sundays a train was hired for \$120. A rate was made of 10 cents for the round trip and this was advertised in the *Post* and by circulars from house to house. Crowds went to spend the day in

the country and, of course, when once on the ground the numerous agents did the selling. Mr. Bloss tells me the selling of the beer alone on these trips was an immense thing.

Mr. Bloss also made tours at the noon hour around the factories. He lectured on the beauty of Erlanger lots to the crowds of wage earners. This was the class of people he was after—the saving ones. When a particularly "smart" individual broke out with some cute saying Bloss had a ready answer and held his own amongst them all. The consequence was that when Sunday came the factory people were at Erlanger en masse. He also had circulars distributed from house to house in the German section of the city. He was after the Germans, for he knew their love of a homestead and of their ability to buy. He never used theater programmes or high-priced papers. The people who go to theaters, he reasoned, would not have money to buy property. And the people who buy a five-cent daily paper would not buy a cheap building lot. Mr. Bloss made over \$100,000 above the cost of the property on his scheming and business ability.

WANT AD ILLUSTRATED.



A GENTLEMAN DESIRING AN ENGAGEMENT CAN HEAR OF AN OPPORTUNITY BY ADDRESSING P. O. BOX 13.

THE SMALL ADVERTISER.

The man who can make the advertising for a little store pay can in nine cases out of ten advertise the big store profitably.

The beginner in advertising should not have too much money to spend. He will get into bad habits. He will have dreams—advertising dreams.

There's nothing like a good start at anything—especially advertising.

The man who is advertising for the little store learns to watch the little things. He gets in the habit of finding out just what interests people—and what does not.

He gets in close touch with the public. He hears their remarks. He learns human nature as applied to advertising.

The reason for many advertising failures is lack of preparation.

The school of advertisement writing is in a small store with a small advertising appropriation.

When a man can successfully advertise a small store in competition with large ones, he can out-distance all competition when he attempts to advertise the large store. He has been so accustomed to getting close to the people that when he gets into the larger field he will continue. He will find out personally what effect his advertising has on the public.

You often hear the little merchant say, "I could make advertising pay if I could afford to spend as much as so and so." Could he?

Hundreds of men have figured out the wonderful amount of money to be made in patent medicines. You can easily count the real successes.

The Col. Mulberry Sellers of advertising are very plentiful.

But in advertising, as in any other business, the man who is first small and grows as conditions warrant is more liable to make a pronounced success than the other man who jumps in with a combination of theory and money.

There are very many advertisement writers in the world who hold good positions simply because they have an attractive style of writing. The boss likes their style—there is no way of testing the business bringing power.

It is often argued that a good writer is seldom a good business man. The more reason why the good writer should begin at the bottom.

Some men have run railroads with no training previous to their taking charge. They are few.

There are advertisement writers who have made wonderful successes without commencing at the bottom. They are nearly all middle aged men. The principle is fixed. The beginning should be made at the beginning. Advertising should be learned in the small store.

The small merchant who uses space in the country weekly may not have the facilities that his city cousin has—he has an equal opportunity.

Show me the small merchant that can make his little advertising appropriation cut into a big competitor's and I will show you a good advertiser.

It is under these conditions that good advertisers are developed.

The small advertiser is like the poor boy—he has to hustle, it becomes his nature and it sticks with him when he grows.—C. V. White, in *Northwestern Shoe and Leather Journal*.

STEREOTYPED ADVERTISING EXPRESSIONS.



"STRIKING NEW COLOR COMBINATIONS."

SOME BOOKLETS.

Under this heading will be reviewed from time to time such booklets as are believed to possess qualities or characteristics which make them of interest to our advertisers. While advertising matter for attention under this heading is solicited, the right to decide whether or not it shall be reviewed is of course reserved.

Twin City Varnish Company of St. Paul, Minn., issue a booklet of thirty-two pages and cover, size $5\frac{1}{4} \times 9$, the purpose of which is "to answer some of the many inquiries received regarding the manner of obtaining varnish gums, to make known, in an interesting way, a few facts about the countries where this gum is obtainable by illustrating some of the methods of procuring varnish gums." Residences and buildings are shown in which the Twin City Varnish Company's products were used. It is printed in photo-brown and the illustrations in sage-green, producing a very pleasant contrast. Illustrations and printing are perfect. The paper is a high-calendered, heavy-weight, half-tone stock, and for the cover an olive-colored stock is used, which is given the moiré effect on the outside. On the first cover "Twin City Varnish Company, St. Paul, Minn.," is embossed in bronze.

Braunworth, Munn & Barber, printers, and bookbinders, of Brooklyn, N. Y., issue a four-page folder, with a bond paper cover, that is so arranged as to fold and make cover and envelope at the same time. The cover folds to an envelope on about the same style that druggists employ in closing a flat package without string. No printing appears on the self-made envelope. The booklet is printed in red and black and treats on "The Advertising of Clothes for Men," being an appeal to clothiers that they should have their printing executed by Braunworth, Munn & Barber. Size of booklet, $2\frac{1}{2} \times 5\frac{1}{2}$.

The booklet of the W. Dewees Wood Company of McKeesport, Pa., "manufacturers of patent finished and uniform color smooth black sheet iron," consists of thirty-six pages and cover, size 5×7 , describing and illustrating to the minutest detail the process of manufacture. Letter press and illustrations are perfect; best half-tone stock is used for this booklet; the cover, although of a white stock, is tinted on the front page, on which the trade-mark of the firm is printed in black, giving to the whole a strikingly artistic effect.

To bring their new printing quarters more prominently before the business world the Merry and Nicholson Printing Company of St. Louis, issued a deckled-edge booklet of sixteen pages and cover, titled, "Success and how we outgrew our quarters." Only the right-hand pages are printed, each of them looking alike typographically. The booklet is printed in black and red, the red being used for the catch phrases and footnotes. Although the booklet is 5×7 , the cover is but $4\frac{1}{2} \times 5\frac{1}{2}$. It is bound by means of a cord, which is tied through the center and run through a hole punched at the upper part of the booklet. The cover is of an average hue, spotted with

medium-size polka dots of white; the title design being printed in red and black.

Frank E. Davis, of Gloucester, Mass., deals in "salt mackerel, cod and other salt water fish," and sells them "direct to the consumer, prepaying expressage or freight." His "price list" consists of four pages, size $8\frac{1}{2} \times 11$, which contains all one cares to know about the various kind of fish he sells, names prices, terms and discounts, and winds up with testimonials from a number of cities in almost every State in the Union and from most prominent men and firms. With the "price list" goes a circular letter, printed in typewriter type. This, as well as the "price list," is a good specimen of advertising.

"Sam Houston Normal Institute and Historic Huntsville (Texas) Through a Camera" is the title of a book of 104 pages and cover, size $5\frac{1}{4} \times 9$. This book furnishes a correct history, a number of illustrations and the portraits of the faculty of the Sam Houston Normal Institute and an authentic account, with pictures, of the settlement of Huntsville, together with a presentation of the 1899 status of the city. It also contains business advertisements and the portraits and biographies of Texan business men. There are also illustrations shown and descriptions given of a number of "Boarding houses for Normal Institute students." The pages of the book are printed alternately in black, blue, brown and purple. The cover is printed in sky-blue and photo-brown, and the title is in raised letters, printed in gold.

The *Delineator*, New York, distributed among advertisers a brochure that contained the copy of "two letters"—one from an advertiser and the other from an advertising agent—also reproductions of fourteen pages, seven of them taken from the February, 1900, issue of the *Delineator* and the remaining seven from the same publication for the same month in 1899, the object of this comparison being to show and convince the advertiser that "the change of make-up, the better printing, and the elimination of much medical and undesirable advertising" has made the *Delineator* much more valuable to the first-class advertiser." The brochure is printed on a yellow, heavily-coated, half-tone stock in black, the front page being bordered and set off with lines printed in red. The cover is of a cardinal stock, the front cover serving for the mailing address, it being about $1\frac{1}{2}$ inches wider than the back cover, being folded over to serve as a fastener, holding front and back cover intact. The *Delineator* is printed in big, bold letters and in a heavy border, all in black, on the flap, and about the same display appears at the head of "the side

for the address," reading: "The Advertiser and the Agent." Size of brochure when folded, ready for mailing, $5\frac{1}{4} \times 8$ inches.

Lignell & Sodergren, apothecaries, of West Superior, Wis., issue each month 1,500 copies of a $4 \times 5\frac{1}{2}$ yellow four-page folder, which they call "Yellow Book" and which they fill with bright talks on drug and cognate subjects.

The Buffalo *Evening News* issues a booklet called "Results: And a Few Words Telling the Cause," filled with letters from Buffalo retailers, telling their satisfaction with returns secured from advertising in the Buffalo *News*. Each advertiser's letter is given a page and a half-tone picture of him is given. They make an intelligent group. Size, $3\frac{1}{2}$ inches long and about 6 inches wide.

GERMAN AND JAPANESE PATENT MEDICINE LAWS.

The law now before the German Federal Council for sanction, regulating the sale of patent medicines is, briefly, this:

The public advertising of secret medicines is prohibited; the bottles of receptacles containing the substance and covers must show the name of the article, and that of the maker with his address, as well as that of the firm which sells it and the price. It is prohibited to put on the bottles (or to wrap them in papers setting forth) recommendations, certificates, or any mention of cases in which the medicine effects a cure, or has a preventive effect.

For the first time in its history Japan has a law in relation to proprietary medicines. The seller of a patent medicine is required to send in a detailed account of the use, dose and contents of each patent medicine he sells, for which he pays 20 yen and an additional 2 yen yearly for each single one. The medicines may not contain any poisons. The permission may be withdrawn if the maker should alter the composition, or if it is proved that the contents are injurious to health. Altering the composition is punished with confiscation and 20 to 50 yen fine, forging the permission 50 to 100 yen, and secretly adding poisons means a fine of 100 to 500 yen. The informer gets half the fine.—*Newspaper Maker*.

IN THE FUTURE.

The advertisement of the future will be one that will leave out any idea of being funny or "catchy." It will tell store news plainly, clearly, honestly. When it talks about goods it will tell something about them. If they are good, the ad will not only say so, but will say why. If they are best—the same.—*Bates*.

IN MANILA.

We have seen quite a number of Manila newspapers. There are hardly any advertisements but those of the liquor traffic. Great half-page ads of American beer appear, and loud display advertisements of whiskies and other liquors directly from the seat of civilization and Christianity.—*St. Joseph (Mo.) News*.

HOW IT STARTED.

An interview with F. A. Ringler, of this city, was published in the New York *Commercial*. Mr. Ringler was the first person to show the publishers the possibility of illustrating news day by day. He called upon George Turner, business manager of the New York *World*, and as Mr. Ringler says: "I laid before him what I thought I could do in the way of plate-making for newspaper illustrations. He was skeptical. Newspapers had been printing a few pictures, but they were by the old process and had to be started two or three days, or even a week, in advance of publication. I told Mr. Turner that if I were furnished with a photograph or drawing at 3 o'clock in the afternoon I could guarantee a plate in time to go into the forms of the next morning's paper. Without apparently believing that the experiment would be successful, he agreed to try it, and a portrait was given to me to begin on. I made the plate according to promise and it was very well printed in the next morning's *World*. Next day I had another portrait to make for them, and that, too, was satisfactory. For a time the *World* had a run on portraits of men and women prominent in the current news, and they were printed on the first page so as to attract attention on the news-stands. I was told that the *World* people believed these pictures had a good deal to do with starting the circulation of the *World* on the up-grade. Anyhow, I had orders right along."—*Newspaper Maker*, New York City.

VERMONT'S MAGAZINE.

One of the significant signs of literary development in America is the publication in Burlington, Vt., of one of the latest of our magazines, the *International Monthly*. This magazine is, as its name implies, international in scope, and numbers among its contributors some of the most distinguished men in the domain of science, literature and art. Probably never before has a periodical of its high standard been edited and printed north of Massachusetts. Has the time come when it is no longer necessary for a magazine which aspires to a high literary standard and an international circulation to locate in a great city?—*New England Editor*.

It costs no more to apply paints that wear 5 years than to put on paints that last only 2 years. Patton's Sun Proof Paints are all-weather proof—guaranteed for 5 years. Write for the Sun Proof Paint book and helps to color selection. Liberal inducement and agency to dealers.

JAS. E. PATTON CO.
P. O. Drawer 15
Milwaukee, Wis.

PATTON'S Sun Proof PAINTS

CATCHES THE EYE,

A BETTER COUNTRY!

Heaven is a Splendid Place. A Splendid Climate, Splendid Society, Splendid Government, Splendid characterizes its every feature. If you have not joined the ranks of those on the way to that better country, any of the Churches in this community will be glad to share their Church Home with you and have your companionship by the way. "Come thou with us and we will do thee good, for the Lord hath spoken good concerning Israel."

A cordial welcome awaits you at the United Presbyterian Church.

THE RING OF LIBERALITY.

NEW ATHENS, ILL., April 22, 1900.

Editor of PRINTERS' INK:

Speaking of church advertising, the inclosed from the Pinckneyville (Ill.)

Democrat of April 21st certainly has the ring of liberality about it, since the invitation is to attend any of the churches of the city.

Yours respectfully,

JNO. W. WIEGAND.

TWENTY YEARS OLD.

ROCHESTER, Mich., April 14, 1900.

Editor of PRINTERS' INK:

I noticed not long since a reproduc-

Drugs & Medicines.

DUNLAP & HOVEY,

DEALERS IN

DRUGS, EDICINES, PAINT,
OILS, GROCERIES, &c.

North Side river,

FENTON, MICH

OUR DRUG DEPARTMENT

is stocked with the best and purest medicines, to which we invite the attention of Physicians and others.

PRESCRIPTIONS CAREFULLY COMPOUNDED AT ALL HOURS.

In addition to the best class of Drugs and Medicines, you will find a variety of important and indispensable articles, a few of which are enumerated below.

FRUIT EXTRACTS FOR FLAVORING:

Lemon, Vanilla, Bitter Almonds,
Raspberry, Strawberry, Pine Apple.

COFFEE SUGAR, Crush Sugar, Brown Sugar

Green Tea, Black Tea, Japan Tea,

Sole Agents for the Great
"Tea Co."

HAIR BRUSHES, Clothes Brushes, Tooth Brushes, Nail Brushes, Flesh Brushes, Comb Brushes, Hat Brushes, Artists Brushes, Paint Brushes, Varnish Brushes, Sash Brushes.

HANDKERCHIEF EXTRACTS, Colognes
Bay Rum, and all kinds of perfumes.

Trusses, a large lot of every size and description.
Kid's Supporters. Ladies and Gents' Shoulder braces.

YANKEE NOTION, Paper, Envelopes, Pens,
Pencils, Violin Strings.

FRUIT JARS—Something new, cheap and very desirable. Call and see them.

CIDER VINEGAR—The best ever sold in this market. In short our Stock of Family Supplies is choice and desirable, and we sell as low as any.

TOBACCO AND CIGARS—Fine Cut, Navy Spun Roll, Smoking Tobaccos, fine Cigars, &c.

PAINTS AND OILS.—We have in store the Largest Stock of Paints and Oils in town, all first quality goods and selling low.

tion of a long standing ad. I send you

one from the Fenton (Mich.) *Independent* that to my certain knowledge has not been changed for over twenty years. It is a veritable curiosity.

Yours truly, W. A. Fox,
Pub. Rochester (Mich.) *Era*.

BROUGHT TOGETHER.

LA SALLE, ILL., April 26, 1900.

Editor of PRINTERS' INK:

I have a line of proprietary remedies that are wonderfully effective and have become established locally without a single line of advertising. Want to advertise, but don't know how and have not got much money to begin with. Any advice and suggestions will be gratefully received.

J. R. Y.

The following advertisement, which appears in the present issue of PRINTERS' INK, is probably what you are looking for. Write to the advertiser:

THE advertiser wishes to buy a promising trade-mark, medical preferred, for the purpose of exploiting, advertising and making a success of the same. Address, with full particulars, "ADVERTISING EXPERIMENT," Box 674, New York City.

JUNTAPOSITION.

NEW YORK, April, 25, 1900.

Editor of PRINTERS' INK:

In your issue of April 25th, on the eighteenth page, appears an article headed, "Juxtaposition." I would be obliged to you if you would explain the meaning of this word.

Respectfully yours,

J. S.

The Standard Dictionary gives the following definition: "A placing close together side by side, or in apposition; contiguity." When the word is applied to two advertisements side by side, it implies that the two so placed make an announcement, picture, implication or contrast not intended by either of the advertisers involved.—[Ed. P. I.]

ADVERTISING ELOQUENCE.

The most eloquent thing an advertisement can carry is "good values."—Dayton (Ohio) *News*.

A study of other people's advertising will give the beginner more suggestions than a volume of rules.

THE advertiser who keeps his eyes open will find everywhere hints and suggestions which he can use in his advertising.

A GOOD PLAN.

In writing your ads, circulars, etc., talk yourself to death if you like, but just cull out the "meat of it" for the public. Go right ahead and "write yourself out" and then prune, remodel and rewrite just exactly enough to make the size ad you want. Whenever your brain is "burning" with "ideas" and "thoughts" concerning your advertising, you make a mistake by not putting them all down in black and white. Oftentimes a dozen good ads may be culled from the jottings of one "dream" or thought spell.—*Mail Order Journal*.

ADVERTISING space that seems cheap, when the circulation offered for the money is not considered, is often found to be extremely dear when that factor is given its due place.

ARRANGED BY STATES.

Advertisements under this head 30 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance

CONNECTICUT.

ONLY high-grade advertising accepted by THE DAY, New London. It carries the cream of the business only.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it, 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL is a profitable medium for advertisers to reach the best class of people living in the smaller towns. Circulation for June over 150,000 copies. Form close 15th of month. Rate, 60c flat. Send for sample copy and full particulars. W. B. CONKEY COMPANY, Chicago, Ill.

MAINE.

ROYAL Baking Powder pays us same as Pinkham—Pinkham same as Royal Baking Powder. Other advertisers do the same. Isn't that the way to treat them—flat rate—all alike! Have our eye on two or three good ads not yet with us. We want 'em on same basis. COURIER-GAZETTE, Rockland, Me. (See Rowell's.)

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. F. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators. PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

WANTED.—Case of bad health that R.I.P.A.N.S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

4,400

Copies Daily
printed by

THE DAY

New London, Conn.
No other paper in its field
prints one-half as many.

By Jumps and Bounds

the TRENTON TIMES has attained its present place at the head of the procession in the New Jersey capital. It is the only penny paper in the city, the only afternoon paper and the only home paper, because it is the only paper Trenton ever had which prints all the local news every day. It goes into the homes in this prosperous city of 75,000 people, and is the best advertising proposition we know of, especially for the price.

TRENTON TIMES, Trenton, N. J.



If You're in the Dark

as to how to prepare your advertisement,

circulars, booklets and catalogues, write to me for information—I can assist you. The light of years of experience has made the entire subject perfectly clear to me.

The advantage of dealing with me is that I attend to the whole business. I write, illustrate, print, bind and deliver a job complete. I relieve you of all trouble. One order, one check, does the business. Write me and let me know what you want.

WM. JOHNSTON,
Manager Printers' Ink Press,
10 SPRUCE ST., NEW YORK

SELF CULTURE MAGAZINE

Mr. O. H. Wernicke's Experience, in "Printers' Ink," August 2, 1899.

Mr. Frank M. Tenny publishes an interview with Mr. O. H. Wernicke, manager of the Wernicke Co. of Elastic Bookcase Fame. After giving many bright ideas about advertising, Mr. Wernicke, in answer to Mr. Tenny's question as to how he rates the various magazines, says that "after the 'Review of Reviews,' SELF CULTURE MAGAZINE is the next best investment for us."

SELF CULTURE MAGAZINE has the largest circulation of any purely literary monthly published west of Philadelphia. Sample copies sent for the asking. Rates of any agency or

SELF CULTURE MAGAZINE,
AKRON, OHIO.

The Evening Journal

JERSEY CITY, N. J.

Goes into over thirteen thousand families in Jersey City and is a guest in over eighty per cent of the English speaking households in the city.

Average daily circulation in 1899,

14,486

Average daily circulation for three months ending March 31, 1900,

15,140



500,000 CIRCULATION,
Guaranteed and Proven.

This new and valuable circulation has been obtained in the past two years by wide-spread advertising and giving of attractive premiums.

\$1.50 PER AGATE LINE.

POPULAR FASHIONS circulates among 500,000 paid subscribers in

the country and the country towns. It carries a large amount of advertising and

ALL ITS ADVERTISERS SAY IT PAYS.

RECOLLECT! In all recent estimates made by judicious advertisers as to relative returns and cost of hundreds of advertising mediums, the place at the head of the list has been awarded to POPULAR FASHIONS as yielding the best returns based on the cost. Send orders through your agency or direct.

POPULAR FASHIONS COMPANY, 79 Fourth Ave., New York City.

YOU ARE NOT PAYING FOR EXPERIENCE

when you advertise in the Vickery & Hill publications. They have been proven by advertisers, who have used them, to be sure and steady payers. Advertising is not placed in them on the basis of sentiment or friendship. The space runs into too much money for this. Advertisers watch their returns from these publications closer than from almost any others. They know that it is not what they pay for their advertising in the Vickery & Hill publications, but rather the profit they make on their investment that is important. We could not get a different lot of new advertisers each issue. It is the advertiser who continues to use our mediums right along that we have to rely upon. For this reason we *must* and *do* give advertisers the very best value for their money. A glance through our late publications will show that we are still doing business with the same advertisers who used our mediums from one to ten years ago. The amount of advertising we carry is the best proof that advertisers are pleased with the results we give them.

The circulation of the

Vickery & Hill List is never below **1,500,000**
and that of

The American Woman never below **1,000,000**

each month, making a combined circulation of 2,500,000 each issue, with no duplication. You can practically reach every mail order buyer in the United States by using space continuously in these great publications alone. Read what the following advertisers (who are still with us) said nearly one year ago:

NEW YORK, Aug. 1, 1899.
For genuine results not a paper on the list can beat the "Vickery & Hill collection." What we want is more like them.

American Medicine Co.

BRIDGEWATER, Conn., July 21, 1899.
We have been using your publications continuously for the past year and find that for mail order pullers the results have excelled all other mediums in existence. We cannot speak too highly of your list as valuable mediums for general mail order advertising.

Chas. E. Thompson
(American Trust Co.).

ROSELLE, N. J., Aug. 3, 1899.
We consider your list all. We can truthfully recommend it to every mail order dealer, large or small. We find that it gives quick and plentiful results.

L. E. Goggins & Co.

CHICAGO, July 24, 1899.
So long as your publications yield us as good returns as they have done in the past we intend to stay with you.

Bullock, Ward & Co.

BALTIMORE, Aug. 4, 1899.
Will say that we consider your list second to none.

Lorrimer & Co.

CHICAGO, Aug. 4, 1899.
We have used the Vickery & Hill List for many years with uniformly good results.

Lyon & Healy.

ADAMS, N. Y., Aug. 4, 1899.
I do not think I have missed an issue of your papers in twelve years and I certainly should not use them in this way if they did not pay me.

W. S. Rice.

BATTLE CREEK, Mich., Aug. 4, 1899.
We consider the Vickery & Hill List of papers among the best advertising mediums we use. From our one-inch advertisement's one insertion last spring we received over 65 inquiries and from a previous insertion of the same ad one time in *Hearth and Home* alone we received almost 400 inquiries.

Eureka Weavers' Supply Works.

CHICAGO, Feb. 14, 1899.
I placed a 60-line ad in Vickery & Hill List for January and in *American Woman* for February. Up to last Saturday I had received 1,400 replies containing money or stamps, besides numerous inquiries. Yesterday I received about 50 replies.

James Lee (Home Art Picture Co.).

A fair trial will convince any advertiser that what we say is so. Send an order through your advertising agency or write for rates and sample copies to
E. H. BROWN, 714 Boyce Bldg., Chicago, C. D. COLMAN, 520 Temple Court, N.Y.

or to **THE VICKERY & HILL PUBLISHING CO., Augusta, Maine.**

The American Newspaper Directory

FROM

AN ENGLISH STANDPOINT.

A SAMPLE copy is before us of that indispensable work to all who advertise in America, the "American Newspaper Press Directory," published by Geo. P. Rowell & Co., 10 Spruce Street, New York, price \$5. To English advertisers the price may seem high in comparison with English publications of the same kind, but the book is worth the money. It is issued quarterly, and a subscription of \$25, or about £5, entitles the subscriber not only to a copy of each issue and a copy of *Printers' Ink* weekly, but to apply to the publishers of the Directory at pleasure for a confidential report concerning the circulation or character of any newspaper credited by the Directory with a circulation rating greater than 1,000 copies per issue.

There are in the United States 20,806 newspapers and periodicals, and in Canada and Newfoundland 933, making a total of 21,739, and of all these the Directory gives the name, politics, religion, class and nationality, the frequency of issue, the editor, the publisher, the size of the paper, price, date of establishment and circulation, present as well as for a few years back. The magnitude of such a task can easily be conceived.

In addition it gives separate lists of

All papers rated over 1,000.

All newspapers issued on Sunday rated over 1,000.

All class publications rated over 1,000, with a complete index to each class.

All new newspapers established since the previous issue of the "Directory."

A map of each State, showing towns in which there are newspapers with more than 1,000 circulation,

And several other tables and classifications.

In addition, there is a brief description of each place in which newspapers are published, with population, railroads, local industries, name and location of county, etc.

The work is an essential to American advertising, and but that it lacks an alphabetical index it is perfect. At present, if you want to find the *Ladies' Home Journal* you have to know it is published in Philadelphia and that Philadelphia is in Pennsylvania. With a general index the work would be as nearly perfect as possible.

—*Advertisers' Review* (London), April 16, 1900.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Comprehensive.

Oxblood and Electric Blue

will be the most popular colors in negligee and semi-dress shirts this year—no doubt of that.

In shirts our line simply covers the field—the whole field.

All men can be suited—as to color, as to cut, as to length of bosom, as to length of sleeve, as to fabric, as to price.

Collars attached, collars detached.

Cuffs attached, cuffs detached.

Fifty cents, seventy-five cents, one hundred cents, one-fifty, and all up to the Hartwell standard of excellence—or your money back.

Just in Time for April Showers.

Rain Coats.

If you want style, warmth and comfort on a rainy day you ought to have one of our handsome Rain Coats.

They look and feel like an all wool coat—but, unlike a wool coat—they won't take water.

But come and see for yourself—the coats can tell their own story better than we can.

Good Tomato Talk.

Canned Tomatoes Solid Packed, Ripe and Red.

These Tomatoes at \$1.10 a dozen cans are exactly what the heading says they are.

Cans that contain 2-3 liquid and a few half-green Tomatoes are never sold here at any price.

We always insist on and always get first quality in everything. We are mighty hard people to suit, but the harder it is to suit us, the easier it is to please you.

There's just about 100 dozen of these Tomatoes, not nearly enough for all of you. So get your order in quick.

A Good Laundry Ad.

Going to have company? Better let us do the family wash for four cents a pound. We wash and iron bed and table linen for 25 cents a dozen.

Life Insurance.

Your Beneficiary

Will be saved from all trouble and worry if you insure in a responsible company. Our responsibility has passed the "stage of doubt." Paying the claims of the insured in a prompt and satisfactory manner has been our motto for thirty-four years—it is to-day.

Some Good Points, Well Taken.

Old Watches Made New.

Practically speaking, after we have overhauled your watch, it's a new watch, with the additional fact of its having had more experience in time keeping than the one fresh from the makers.

But we don't resort to patching parts that should be renewed.

We have the most complete stock of watch parts in town to draw from, and we draw from it.

So we repeat, the watch we fix is practically a new watch when we're through with it.

No watch shop can do better work and none will do it more reasonably.

For Eyeglasses.

Yes or No.

If you need glasses after our critical examination of your eyes we'll say so; and we'll say so just as quick if you don't.

There are a good many people deciding the question for themselves, though, and that's dangerous.

The critical examination costs nothing, but it's worth a great deal to you.

Any one can afford to wear our good glasses. The best lenses, fitted to our frames after careful test are only \$1.

A Coffee Argument that is Quite Convincing.

Coffee Knowledge.

If we didn't know just how to roast Coffee to a nicety we wouldn't have a coffee roaster.

If we didn't know how to blend coffee perfectly we would hire some one who did.

And if we didn't know how to sell it cheaper than elsewhere we would go out of business.

We want to tell you about our 35-cent Coffee to-day, because its worth telling about.

If there is a better coffee in H— outside of this store it's sold for more money—yes, we'll go further than that and say if there is a coffee so good it is sold for more money.

If you'll only try a pound you'll say the same.

For Fishing Tackle.

Think Tackle Thoughts

and you're pretty sure to think of our stock. We've an idea that pretty nearly all expert anglers come here—our big selling makes that pretty plain—and where the expert angler comes and where the expert angler goes are pretty sure to be pretty good places to come and to go.

We sell Read's tackle—needn't say another word, except new arrivals.

We also sell at a lower price another line of tackle that in some points approaches very close to the Read's high standard. Good all 'round.

Think tackle thoughts about anything or everything you may need—come here and you'll go away pleased and stay pleased. Lot of reasons why, and you'll have fun finding 'em.

For a Good Drug Store.

Know our store as a drug store to be relied upon. Anything that comes from Kinner's with Kinner's name upon it, if unsatisfactory, may be returned for its purchased price.

Kinner's White Pine with Tar is our guaranteed cough syrup—it is a safe and sure Cough Syrup—25 cents a bottle.

For a Short Bosom Shirt.

On that long-bosom shirt of yours there's about six inches of stiff uncomfortable bosom that for ordinary wearing serves no purpose whatever except to stick into your stomach when you sit down, wrinkle up and prevent your vest from setting properly, and to cause you annoyance generally.

There's deliverance in one of our short-bosom shirts.

They've all the bosom necessary for ordinary wear, but no more—you'll find one of them as comfortable as a negligee shirt.

They're here for 50c up.

A Good One for a Headache Cure.

Jumping, Thumping, Throbbing

headaches that make life seem for the time being not worth the living; they make you feel cross, out of sorts, disagreeable to every one and to yourself—not pleasant things to have, those awful "head feelings," are they?

We would suggest when your head aches that you take our Instant Headache Cure, 25c a box.

If they don't cure your headache, from whatever cause, they cost you nothing. You know our reputation.

For a Carriage Service and Baggage Transfer Company.

We'll Come In a Hurry

As soon as you give us the word that you want a carriage or baggage wagon, and you can depend upon getting the best of service, too, at the most reasonable rates. Our carriages are the finest that money can buy and are equipped with all the latest conveniences. Innumerable wagons and careful assistants to look after your baggage promptly and without confusion or annoyance to you. Call up the Depot Carriage and Baggage Company, 'Phone 183.

For a Coal Dealer.

Test One Ton

of our selected coal and you'll find that it burns cleaner, makes less ash and holds fire longer than any other kind.

For a Druggist.

Six Ounces Better Than a Pint.

Our Emulsion of Cod Liver Oil is the best—50c for a full pint. It contains 50 per cent of pure Norwegian cod liver oil, together with four grains each of hypophosphites of lime and soda to the fluid ounce.

"Six ounces of yours is better than a pint of any other," said a lady who had tried several emulsions while searching for the kind "that her children would like to take." She found it in our preparation. It would do your little ones good.

A Coal Dealer's Ad.

Lehigh and Linster

Are closely connected names here in D—. The Linster name has been associated with Lehigh coal for so many years that this is not strange. We carry not only the best grades, but a special best grade, of this best coal—a grade learned from the long experience we have had in handling it. But try it once and we are confident you will become our steady customer. Try also our hard and soft wood.

For Real Estate.

Look at This!

Four-tenement house and new stable, all in good repair, monthly rental \$37, insured for \$2,800, will be sold for \$3,500. Won't you take your pencil and do a little figuring and then tell us where you can invest money better than in Bellows Falls rented property?

Just as Good for Any Other Lin

Looking Backward.

We find a constant increase in our tea and coffee business.

It isn't any surprise to us, although it is most gratifying.

We give special attention to this branch of our business, and only the really good, meritorious brands can gain admission here.

Try a pound of our 25-cent blend.

Says a Great Deal in Few Words.

Sale of Corset Covers.

It will be a short sale. There are three groups—a matter of 500 or so—that because of broken sizes, or a little soiling, are reduced in prices like this:

25c and 35c kinds, now 18c; 50c and 75c kinds, now 25c; 90c and \$1 kinds, now 50c.

Some of cambric, others of nainsook. Some trimmed with embroidery and insertion, others with lace and ribbon. Some tight-fitting, others with draw-strings—all with low necks.

A Printer's Argument, Not New, But Good.

A Mean Looking Letter-Head

Has lost many a dollar for business men. If a man is judged by the coat he wears, he is also judged by the letter-head he uses. An artistic letter-head may be looked on as a good investment.

Send your next job to the D— News Job Department. It will be done right. The price will be right, too.

A Good Proposition.

Buy Groceries Here One Month

and note the accumulated savings in your purse. Note the high quality of groceries we send you. Note the attention to your orders and the promptness with which we serve you.

There are price inducements told below, but there is economy here for you every day in the year.

For a Jeweler.

The Best Present

You can give a friend who belongs to any of the excellent fraternal societies of our city is an emblem of that society.

Lapel pins and buttons of solid gold and gold plate, finely engraved and enameled in appropriate colors, are here. New lot came the other day. Come and look them over.

The prices go from 50c to \$1.50 and are all guaranteed.

Good Scheme for a Fancy Goods Store.

Battenburg Taught at Our Store.

We have secured an expert lady teacher from Boston, who will be at our store every morning during the week, and will be pleased to meet all those who are interested in this fascinating work. Ladies, this is a rare opportunity to get thoroughly acquainted with Battenburg. We cordially invite all those interested to call and get all the points necessary to perfect them in the details pertaining to this profitable pastime.

We keep in stock all goods necessary for this fashionable and interesting work.

*It Pays to Print Useful Information
that Applies Directly to the
Things You Sell.*

Hints About Cream.

Many have trouble in not being able to beat cream properly; either it will not beat at all, or it will turn into butter. In the first, the cream is not cold enough, and in the latter it is generally too warm or too cold. The vessel in which the cream is to be beaten should be placed in cracked ice, and if a little sugar is added to the cream—say about half a teaspoon to the quart—the cream will not turn into butter. At first the beating should be done rather slowly and the motion increased as the cream thickens; it should then be placed on ice for an hour or so before it is used.

If these directions are followed our cream will whip every time.

Sweet Cream, 30c quart.
Whipped Cream, 40c quart.

*This is Bound to be Believed Because
It Is Reasonable.*

Although we can't give you lower prices than any one else, we can make the coal and service better.

By good coal and good service we've built up our business.

By good coal and good service we mean to increase it.

We boss the job ourselves. One of us is at the yard to watch every load that goes out, for your protection—and ours.

A Word Picture.

White Goods and Embroideries.

Dainty—white as the first snow drops, filmy as April clouds, are the new white fabrics and embroideries. From all over the world, wherever snowy cotton and linen are spun and woven and worked, we have gathered them, that you may have the best at your command.

Of the white goods we only name a few, and leave their loveliness to your imagination—

India Linens, Swisses, Organdies, Nainsooks, Paris Muslins, Egyptian Batiste, Piques, Tuckings and Lace Effects.

Of the embroideries we will ask you to judge by looking at our special 25c line. Such exquisite needlework is never seen under 40 to 60 c. Nainsook, Swiss and cambrics; edgings and insertings; heavy open effects, or fine intricate patterns—they're a maze of beauty, at a marvelous price—25c a yard.

For a Dentist.

Our Office Door.

Whenever our office opens to admit a patient we want it to be because the patient desires and expects only the best work.

That's the aim of our advertising.

Whenever our office door closes behind a patient we want it to be the seal of satisfaction upon the service given—and friendliness for our practice—to bring him again—with friends. That's the aim of our work.

Silver filling 75c.
Artificial Teeth \$8.

A Range Ad that Goes Into Details.

Range Wrinkles.

By simply drawing the Red Cross range hearth off from the ash-pit, you draw with it the grate and its rest from under the fire box out over the ash-pit. No dirt or ashes to fall onto the floor, and it's as easily done as taking the lids off the top.

Compare this way with the other grate ways you know of, and then make comparison of the other features of the Red Cross Range and its prices and we'll be content with your conclusions.

For a Watch Repairer.

Weary Watches Made to Run.

Why not now attend to having that watch repaired? We've an expert who knows watches from A to Z, he understands all their ills, big and little, and he doesn't have to guess what to do to fix 'em. That's one of the reasons why it'll cost you less to have it done here. No time wasted. It's business to have your watch ready the hour he appoints, and you'll find it ready, too.

A Sausage Ad that is Good.

Yelling.

There has been a lot of yelling about sausages of late, but it hasn't interfered with our trade a particle.

Of course, like everything else, we sell sausages cheaper than others. And why shouldn't we?

We buy more native little hogs than all H— combined.

We have the machine for cooling them and the machine for making them.

And we have the trade to buy them—a trade that appreciates sausage made of little pigs and seasoned to the queen's taste.

We make our own sausage—we know what they are made of—we don't have to take other people's word for it or tack the profit on to your price. 10 cents a pound.

A Hotel Ad that Actually Gives Some Definite Information as to Prices and Accommodations.

Hotel Earlington.

Absolutely fireproof. Formerly the Gerlach, Twenty-seventh street, West, near Broadway. Centrally located in amusement and shopping district, New York City.

European plan, completely remodeled and refurnished at an expenditure of one hundred and fifty thousand dollars.

Restaurants and palm room open until 1 a. m.

Table d'hôte dinner, six to eight.

Tariff of rates: Single rooms, \$1.50 and \$2, detached bath; double rooms, \$3, detached bath. Double rooms, private bath, one person, \$3; two, \$4.

Suites of parlor, bedroom and bath, \$5, \$6, \$7. Parlor, two bedrooms and bath, \$9 and \$10.

A Gentle Jolt for the Uninsured.

To-morrow May Be Too Late.

How many times have you put off something, saying: "I'll do that to-morrow"? But when to-morrow came you again put it off and have kept on putting it off ever since. When asked why, you say "Oh, there's plenty of time yet." Is there? Just one example. A young man was taken ill and attended by a physician who left him some medicine to take at a certain hour. When the time arrived the young man, feeling better, said: "I don't need that now," and cast it aside. On the morrow a crape on the door and the tear-stained faces of wife and little one told a story too sad to picture.

Among the many uncertainties of life there comes a certainty—it is Death, and we must all meet it. It rests with you to make provision for those who depend upon you. We offer the best protection that money can buy.

Too Much General Talk and Not Enough About the \$2 Hat.

Our Medium-Priced Hats

are more than medium in style. Don't think for a minute that we're not after the man who never pays more than \$2 for his hat. We pride ourselves upon our medium-priced headwear, and it gives us as much satisfaction to sell a \$2, \$2.50 or \$3 hat as it does to see a customer put down his "V."

There's nothing weak about our "Phoenix Special" at \$2. It has drawn the praise of hundreds of gentlemen. It will please you!

For a Storage Warehouse.

Storage Negotiable Warehouse Receipts.

Separate rooms for furniture under lock and key, everything new and clean, lowest prices. Whole floors or less for wool, tobacco, machinery, etc. Articles of every description stored at lowest prices. Inspection invited. See our new buildings, equipped with large electric elevators, lifting 7,000 pounds.

PERSUADING YOU

To advertise in Street Cars running through populous districts is but one part of our business. The other is

AIDING YOU

To get satisfactory results for the money you expend. If you're interested in knowing the nature of the aid we give, address . . .

GEO. KISSAM & COMPANY,
253 Broadway, N. Y.

MAIN FLOOR POSTAL TELEGRAPH BUILDING.

You have an article to exploit which will interest everybody.

You wish to interest the people when they are on their way to buy.

Place your card in the Street Cars. It is possible a display will just determine an undecided customer.

We control car space everywhere. We would like to discuss the matter with you at your office if convenient to you.

GEO. KISSAM & CO.,

253 Broadway, N. Y.

Written by Vernon S. Smith, Buffalo, N. Y.

A Street Car Card

IS A SMALL THING

BUT it reaches the newspaper reader, the billboard reader, the circular reader and those who read no other kind of an ad at all. Can you find any other medium that will do all this? This is not idle talk but has been proven over and over to the satisfaction of large advertisers. If you are interested in Street Car Cards drop into our office and let us tell you something that will be to your benefit if you are an advertiser.

Geo. Kissam & Co.

253 Broadway, N. Y. 14 Branch Offices.

THE CAR CARD MEN.

Written by Roy McClary, Burke, Idaho.